Toyland

Save 12% or 20%

42-in. size 2 for 2.18

60-in. size 2 for 3.48

The speedy Slide-a-boggan rolls out flat for sliding—rolls up for carrying or storage. Front curls up when handle is gripped. Streamlined polyethylene. Sold in packs of two only.

27-R 5464—42 x 18 ins.
Reg. 2 for 2.48. Pack **2.18**

27-R 5465—60 x 21 ins.
Reg. 2 for 4.48. Pack **3.48**

Lightweight Funboggan 6.29

Sturdy three-seater of tough polyethylene. Distinctive double-wall construction for a fast cushioned ride. Seats and hand rails are moulded right in, to help hold children steady. Complete with strong polypropylene rope. About 48 ins. long by 15½ in. wide.

27-R 5582—Each **6.29**

Ride the Sno-jet Thunderbolt 4.49

The toboggan for tikes, lightweight and tough. Lots of room for two tireless kids. Made of strong linear polyethylene, with four contrasting poly handles for support; a rakish high side for speed. It's fast and colourful for healthy winter fun. 48 x 17 ins.

27-R 5593—Each **4.49**

Slick, fast fun in the snow 4.99

Hop on the banana peel slider for winter thrills! Ride it like a surfboard, holding the rope for steering control. Tough moulded plastic with deep notch control fins and a non-skid foot tread. Poly rope. 45 x 10 ins; recommended for children over 5 yrs.

27-R 6021—Each **4.99**

Baby rides easily in this low-priced hardwood sleigh 11.99

Smooth hardwood deck, finished in water-resistant varnish, features raised safety side rail, and high curved back rails to help keep baby secure. Rails remove easily to convert to a regular type sleigh. Flat wooden ski-type runners for gliding easily over snow or ice. Wooden handle with "D" grip.

27-R 5020—About 32 ins long overall. Each **11.99**

Sleigh pad to fit above. Foam-filled vinyl mattress and back pad, with front storm apron. Attaches with tie-tapes.

27-R 5002—About 28 x 12 ins; 12-in. apron **2.99**

Twin-size Sno-jet coaster 3.99

Two youngsters can climb aboard the sturdy polyethylene disk. Two poly hand grips securely riveted in position. Snowflake design. About 32 ins diam. Blue.

27-R 5544—Each **3.99**

Single size coaster as above, but 26 ins diam. Red.

27-R 5022—Each **2.69**

Fast, 37-inch steering sleigh 7.29

Can-Am Flyer; the speedster with flexible runners for good control. Hardwood deck finished in hard waterproof varnish; rides on heavy-gauge steel runners. Complete with raised side rails; tow rope.

27-R 5535—37 ins **7.29**

27-R 5536—43 ins..... **8.29**

27-R 5539—47 ins..... **9.29**

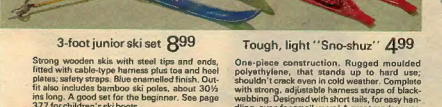
Baby's winter transportation 6.99

Toddlers stay snug and secure as they're pulled over snow in the contour-moulded Baby Boggan. 30-in. body with raised seat; adjustable safety strap. Handle fits front or rear, to push or pull.

27-R 5463—Each **6.99**

Vinyl-covered pad for above

27-R 5023—Each **2.00**



3-foot junior ski set 8.99

Strong wooden skis with steel tips and ends, fitted with cable-type harness plus toe and heel plates; safety straps. Blue enamelled finish. Outfit also includes bamboo ski poles, about 30½ ins long. A good set for the beginner. See page 377 for children's ski boots.

27-R 5546—Set with 3-ft skis **8.99**

27-R 5548—Set with 4-ft skis **12.99**

Tough, light "Sno-shuz" 4.99

One-piece construction. Rugged moulded polyethylene, that stands up to hard use; shouldn't crack even in cold weather. Complete with strong, adjustable harness straps of black-webbing. Designed with short tails, for easy handling, even for small users! A great modern version of an old favourite! About 26 x 9 ins.

27-R 5466—Pair **4.99**

Fast, steerable, needs no motor; the Sno-jet Mobile 8.99

Tough little snowmobile with hand and foot steering for thrilling action on the slopes! Moulded polyethylene body, with steel handlebars; easy-grip handles. Simulated dashboard adds to the realistic look. Climb aboard for action; fun!

27-R 5533—About 38 x 14 inches. Each **8.99**

Use your Eaton's Account. See page 367.

Working traffic light 1.99

Traffic signal island that really works! Control switch for stop, caution, go and off. Walk/don't walk signals synchronized with red, yellow, green signals. Made of strong plastic, stands about 8¾ inches high. Takes 2 "C" cells (sold below).
27-R 9394—Each . **1.99**
Package of 4 "C" cells.
27-R 4449—Pkg. ..... **.69**

CORGI
8 big road builders plus accessories
7.99

Corgi Junior highway department outfit for your budding engineer. Includes: eight die-cast metal vehicles—tractor plough; loadmaster shovel; Esso tanker; Land Rover pickup truck; tipper truck; snorkel cherry picker; roller; cement mixer—all with working parts for realistic action. Two high-impact plastic garages, together about 13 inches long, with individual opening doors; five action-posed figures; 15 road markers. Made in England.
27-R 9584—Complete set **7.99**

Big earth-movers with authentic action 3.79

Get him working on all those turnpikes that need building! Set includes a bulldozer, payloader, dozer shovel, Euclid dumptruck, Caterpillar grader and Michigan scraper. Machines with working parts are made of die-cast metal and measure up to four inches long.
27-R 9433—6-piece set **3.79**

6-pce emergency vehicle set
4.99

Corgi Junior emergency road set includes six die-cast metal vehicles about one inch wide—a bus, tow truck, fire rescue, ambulance, police chief's and fire chief's cars. Complete with seven posed figures; 15 road markers and four emergency signs. Vehicles have fast "Whizzwheels".
27-R 9437—Set **4.99**

Transport and 8 cars
5.99

Corgi Junior auto transport comes complete with eight scale model passenger and custom-built cars. Made of heavy die-cast metal. Cars have track-scorching "Whizzwheels"—just about the fastest wheels around! Transport measures 9½ inches overall, 8 inches with ramp up.
27-R 9585—Set **5.99**

Hot shot set 4.99

Three mean machines made of heavy die-cast metal and tough plastic. Chopper motorcycle has dual exhaust pipes; a steerable front wheel. Snowmobile has steerable front skis. Dune buggy with roof. Solid rubber tires. Each vehicle about 6½ ins long.
27-R 9432—Set **4.99**

Toys can be ordered until March 1, 1974 or while quantities last.

Hold her still—
she goes to sleep

New from Italy, laughing Serenella in outfit

23.99

She's easy to love! Hear her adorable chuckle bubble out, and you just have to laugh with her. She's a thoroughly happy baby with a soft, stuffed body that invites hugs and tickles. Vinyl head, arms and legs. Sleeping eyes. Her hair is just growing in, so it's shaped in a soft baby style. The pretty knitted outfit is trimmed with lace. Matching bonnet. To make her laugh, just toss her up gently, or have her jump. Requires 8 "C" battery, sold below. About 20 ins tall.

27-R 3688—Each **23.99**
27-R 4449—Pkg. of 4 "C" cells ..... **.99**

You can order any toys in this book until March 1, 1974, or while quantities last

All this for only 4.99

Outstanding value! Our 13-inch Baby Bunting doll is made of skin-soft vinyl. Painted eyes, silky, rooted hair. She's wearing a dainty two-piece outfit in her cosy bunting bag. Other outfits include hooded jacket and hot pants, blouse and slacks, pretty party dress, jacketed pants suit.

27-R 3691—Complete **4.99**

Her eyes
go to sleep

Baby Tiny Tears 9.99

So lifelike! She cries tears just like a real baby does. Lay her down, and tears trickle out of her expressive eyes. Pick her up, the tears stop. Rock her, and those beautiful "rock-a-bye" eyes close in sleep. Soft, moulded vinyl body with flexible arms and legs. Head moves. Blonde, rooted hair. She wears a disposable Pampers diaper plus an extra. And she has her own plastic feeding bottle.

27-R 3689—About 13½ ins tall **9.99**

Active Baby Wiggles 6.99

Hidden away inside this newborn baby's cuddly, stuffed cloth body there's a music box. Wind it up, and it plays a sleepy tune. While she's listening to her lullaby, our baby wriggles and stretches . . . she looks just like a real baby. Soft vinyl head and arms; painted eyes. Silky rooted hair. She's dressed for some very special occasion in a charming long dress. Baby Wiggles is about 14 inches tall.

27-R 3292—Each **6.99**

Layette of doll clothes 3.99

A layette of colourful outfits that fit Tiny Tears, above, or any other 13 or 14-inch doll. Includes a coat with a matching bonnet and dress, pant suit, cosy sleeping bag that zips closed. Good value!

27-R 3686—Complete **3.99**

Toyland

Somebody to love

Feeding set—everything a little Momma needs

2.49

When Santa delivers this pretty diaper bag, you'll find it packed with everything a little girl needs to tend her dolls. Includes doll apron, milk bottle, feeding bottles and rack, large bottles for juice and water, measuring cup, funnel, strainer, spoon and bottle warmer in silvery plastic, sterilizer, juicer, bottle pouch, divided feeding dish and a hot water bottle. Vinyl diaper bag about 6 x 7½ inches.

27-R 3678—Complete **2.49**

Cuddly Cathy . . . she's an angel-face

3.99

An enchanting pretty baby doll with a huggable soft body. Vinyl face and hands, pretty painted eyes. She's permanently dressed in a colourful play outfit with a matching scarf. She's 19 inches tall, sweet from top to toe.

27-R 3679—Each **3.99**

Wonderful value! Baby Penny plus 7 cute outfits

9.99

This is one of the best doll values you'll find this Christmas! Pretty Baby Penny is a drink and wet beauty with velvety soft, washable vinyl foam body. Shining, rooted hair, lovely big painted eyes. She comes dressed up in a darling dress and panties, and in addition you get all these extra fashions too: a bright corduroy coat, matching lace-trimmed bonnet, leotards; cosy nightgown; zippered bunting bag with hood; sun suit with booties; beach play set; slacks and hooded cape. She is 16 inches tall.

27-R 3677—Baby doll with clothes **9.99**

Use your Eaton's Account. See page 367.

Toyland
Fashion dolls

13 fashion doll outfits plus case and accessories

9.99 dolls not included

Designed for 11½-inch fashion dolls, all 13 outfits come complete with accessories. Includes: 4-pce. pant outfit; 5-pce. pant set; 3-pce. bare midriff set; 5-pce. sailor set; 2-pce. dress up pant set; bridal gown; golf outfit; knit dress; granny dress; wet-look coat set; halter jumpsuit; swim set; 2-pce. lingerie set; three wigs plus a comb and brush; extra shoes; hangers and other fashion accessories. Vinyl carry case with handle measures about 12¼ x 8¼ x 2½ inches deep. A real buy!
27-R 3666—Complete set **9.99**

With vinyl carry case

Plus wigs, hangers etc.

Goodies Galore 1.99

Over 65 accessory pieces to complete any wardrobe a fashion doll might have. Includes: skis and poles; tennis racket; snorkel, face mask and flippers; ice skates; guitar; camera; gloves; stockings; purses; shoes; boots; necklaces; brush, comb and mirror; binoculars, hangers. Plastic.
27-R 3668—Complete set **1.99**

Complete with case

Wig set plus case 2.99

Fashion wig set includes five wigs in various styles and colours—long braids; two-pair ringlets with butterfly barettes; doll head with hair and peaked cap; comb; brush and ponytail holder. Comes complete with a five-inch diameter zippered vinyl carry case with handle. A real buy!
27-R 3669—Complete set **2.99**

Five outfit set 4.99

A complete wardrobe for 12-inch male fashion dolls. Includes: tuxedo jacket, pants and ruffled shirt; golf shirt and slacks; casual sweater and slacks; blazer, turtleneck and slacks; guitarist outfit with printed shirt, fringed vest and slacks plus many accessories. Dolls not included.
27-R 3670—Complete **4.99**

Six outfit set 4.99

For 11½-inch fashion dolls—5-pce. riding set; 5-pce. shorts set; knitted pants and turtleneck with fringed jacket; bell-bottom pantsuit; 3-pce. knitted ensemble; evening skirt with fancy blouse. Plus many accessories to match, boots, shoes, purses, many more. Everything but the dolls.
27-R 3667—Complete **4.99**

EATON'S 473

Toys purchased before Christmas, requiring adjustment, must be returned no later than Jan. 18th, 1974.

Toyland

Fashion doll extras

Two mod chairs 2.99

One orange and one yellow wet look vinyl chair filled with lightweight polyfoam pellets—just like the big bean bag chairs. For 11-11½" fashion dolls.
27-R 3718—Doll not incl. **2.99**

Barbie doll case 3.29

Holds any Barbie-type doll for neat storage and compact travelling. Complete with accessory drawer, costume rack and hangers. Vinyl. About 10 x 12".
27-R 3622—Each **3.29**

Barbie doll trunk 6.99

Big enough to hold three Barbie-type dolls and their clothes. Made of wipe-clean vinyl with two pull-out storage drawers, costume rack and hangers. Styrene handle. About 10½ x 13 x 7".
27-R 3623—Each **6.99**

Fun in the sun with this 11-piece inflatable pool set

4.99

Dolls each 2.99

1 Barbie and Ken have a pool party. Put your own fashion dolls in this sunny scene. Set includes: 18-inch diameter, double-ring pool; chaise lounge; two chairs; two rafts; two swim rings and a play ball. Everything is made of durable inflatable vinyl. There are even two cotton terry towels. Dolls not included.
27-R 3672—11-piece set **4.99**

2 and 3 Malibu Barbie and Ken are just the thing to put in the summer scene above. Each has a Twist 'N Turn waist, bendable legs and a beautiful golden tan. Come dressed in bathing suits as shown, with towel and sunglasses.

(2) **27-R 3605**—11½-inch Malibu Barbie **2.99**

(3) **27-R 3606**—12-inch Malibu Ken **2.99**

Everything but the dolls for only 3.99

Your fashion dolls will be ready for any swimming party with these smart beach clothes. Ensembles include: swimsuits, towels, modern hats, bold beach bags, wild sunglasses, smart bathing trunks, co-ordinating beach coats, a diving set and many, many accessories. Made to fit all 11½" girl and 12" boy fashion dolls. A real buy!
27-R 3673—Complete **3.99**

A complete kitchen for Barbie 11.99

Here's a remarkable buy! She'll get hours of fun with this accessory-filled steel kitchen. Here's what you get: stove and oven with turnable knobs. Well oven door opens, the cupboard doors open or slide. Sink really holds water and drains. Refrigerator has storage door, top freezer and play foods. Accessories include pots, pans, dishes, utensils etc. Enamelled and lithographed woodgrain finish. About 19¾ x 4½ x 11¼" tall. A great play idea to go with Barbie and all her friends. Exclusive with Eaton's.
27-R 3664—Complete **11.99**

Eaton Account details on page 367.

Teach and play friends Raggedy Ann and Andy

5.99 each

1 Snap

Zip

2 Buckle

Button

Laces

1 and 2 They're the world's most famous, most beloved pair of huggable dolls ever. And by helping Ann and Andy to get dressed, children learn to button, snap, zip, buckle and lace. They learn needed skills the fun way. Both moppets have stuffed cotton bodies with tousled yarn hair and winsome rag doll faces. Each measures about 19½ inches tall. Exclusive with Eaton's.

(1) **27-R 3680**—Raggedy Ann **5.99**

(2) **27-R 3681**—Raggedy Andy **5.99**

Save this catalogue. You can order any toys in this book until March 1, 1974, or while quantities last.

Talking Mrs. Beasley 12.99

She's the friendly Granny doll with lots of cheering and comforting things to say. Her soft body is dressed in perky polka dots. Vinyl head and hands. She says eleven different phrases when you pull her ring. And just look at those stylish granny glasses!

27-R 3615—About 22 inches tall **12.99**

Good value! Both for 3.99

Here's a great buy. Susie and Sam rag dolls dressed in matching polka dot outfits. Susie's bonnet and apron and Sam's coveralls remove. Cotton-covered stuffed bodies. Painted faces; yarn hair. They're exclusive with Eaton's. Each about 15 inches tall.

27-R 3682—Pair **3.99**

Talking Bugs Bunny 5.99

Out of the movies, and into your heart bounds that goofy pal, Bugs Bunny. He'll say up to eight different things when you pull his ring. Vinyl head, furry acrylic fabric-covered body. Stands about 11 inches tall.

27-R 3616—English **5.99**

27-R 3617—French **5.99**

Baby Beans . . . floppy, ploppy and cuddlesome

Friendly Puppy Beans 4.99

Flop him down, he'll pose and snuggle a different way every time. Why? 'Cause he's full of styrofoam and polystyrene beans. A fun-loving little pet whose antics will make him a child's delight. Acrylic fabric body is washable. About 12 inches tall.

27-R 1809—Each **4.99**

All-boy Biffy Bean 4.79

Biffy Beans is a playful little guy who romps and poses with life-like movements. His body is softly stuffed with plastic beans; head and hands are skin-soft vinyl. Dressed in jersey, coveralls and impish hat. About 12 inches tall. Washable.

27-R 3618—Each **4.79**

Cry Baby Beans 5.99

Give her a drink from her own bottle. Tilt her head up, and she cries real tears! Cuddle-soft bean filling.

27-R 3619—Cry Baby **5.99**

Talking Baby Beans says 8 adorable phrases to Mommy. Not washable.

27-R 3620—English **7.39**

27-R 3621—French **7.39**

Ready to go

Barbie's Country Camper 10.99

Vinyl country camper rolls on its bright wheels. Features a slide-out door, steering wheel and a front window that opens out. Comes with popout tent, two camp stools, two sleeping bags and a luggage rack. Slide-out door serves as part of outdoor range and table. With customized decals.
27-R 3601—About 19 x 17 x 11½ inches. Each **10.99**

Barbie's Camp-Out Tent 7.99

Decal-decorated tent for "roughing it" in style. Includes two sleeping bags, cooking accessories, two camp stools, table, campfire and grill. Tent about 15 x 15 x 13 inches.
27-R 3613—Doll sold below **7.99**

Twist 'N' Turn Barbie 1.99

Beautiful Barbie can take many poses with her Twist N Turn waist and bendable legs. With one-piece bathing suit.
27-R 3604—About 11½ inches tall. Each **1.99**

Country Living Home 11.99

Barbie has a rustic home in the country. The doors open and close. Moulded vinyl furniture for living-room, bedroom and kitchen. Closes into a neat carry case with handle. Durable vinyl construction. About 36 x 17 x 27 inches open.
27-R 3649—Each **11.99**

Ready for travel

Goin' Camping Set has everything but the dolls 9.59

Now your Barbie dolls are ready for camping in the woods or at the beach. Vinyl Breezy Buggy and Tent-Trailer roll along on their wide sports tires. Tent opens to reveal sleeping bag, camp stool, campfire with grill, picnic table, two cooking pots, two plates, fry pan, coffee pot and pennants inside. Comes with decals you can apply. 19 x 8⅜ x 12½" (tent closed).
27-R 3614—Complete **9.59**

Talking Busy Barbie with active hands 6.99

She can say six groovy things just like a real teen. Her hands can do almost everything yours can do ... bend and turn at the wrist, open and close, clasp and carry all the accessories she comes with (record player, travel case, serving tray, TV and phone). Her vinyl body has bendable legs. 11½" tall. Comes dressed as shown.
27-R 3607—English speaking **6.99**
27-R 3608—French speaking **6.99**

Mod Hair Ken 3.99

Change his looks again and again. He comes with straight or curly combable hair plus adhesive-backed add-ons—beard, sideburns and two moustaches. Vinyl body has bendable legs; posable arms. With posin' stand. Comes dressed as shown. 12" tall.
27-R 3612—Each **3.99**

Three Quick Curl Lovelies 3.99 each

1 to 3 Curl their hair instantly, easily with no wetting, setting or waiting. It's easy to change from one style to another. Each comes with brush, comb, curler, ribbons, rubber bands. Vinyl bodies have Twist 'N' Turn waists, bendable legs and posable arms. Posin' stand included. Each comes prettily dressed as shown.

(1) **27-R 3611**—9" Skipper in blue **3.99**
(2) **27-R 3609**—11½" Barbie in pink **3.99**
(3) **27-R 3610**—11½" Kelley in green **3.99**

1234

Use your Eaton Account. See page 367 for details.

Toyland

Fashion favourites

18-inch boudoir doll dressed for showing off **9.99**

A real beauty for your bed or dresser. Fully jointed body with movable arms and legs; glamorous sleeping eyes. Rooted hair in attractive ringlet styling with ribbons and bows. She wears a lace and braid-trimmed long gown. Accessorized with panties, shoes and socks.
27-R 3704—Each **9.99**

Wonderful Wiggy with her wardrobe and wigs for only

9.99

16-in Wiggy can change her hair style as easy as one, two, three. Because she has two different styled wigs plus a fall. All three are specially designed so little hands can use them easily. Her vinyl body has movable arms, legs and head; go-to-sleep eyes and rooted hair. Her wardrobe includes a red cape outfit with white slacks, peak cap, red shoulder bag; blue suit top, pleated skirt, red-trimmed jacket, white dress flared skirt, cotton print granny dress, bib-style navy overalls with bell bottoms, polka dot hot pants set. Topped off with a pair of shoes and two pair of boots. Seven outfits.
27-R 3702—Complete outfit ... **9.99**

15-inch Bonnie Dee she talks and laughs **5.99**

Dressed in her pant suit, socks and shoes. With an extra pair of pants. Rooted hair; sleeping eyes. She loves to talk and laugh. Operates on two "AA" batteries (not included).
27-R 3703—Each **5.99**
27-R 4136—Pack of 6 "AA" cells ..... **.89**

Three hair pieces to show her many moods

You can order any toys in this book until March 1, 1974 or while quantities last.

1 Rip-roaring Wild West town 9.99

Save $1 by buying action-packed town set plus the hours-of-fun wagon train set **12.98**

1 You'll have hours of fun and excitement as you relive bygone days of action and adventure. So, whoop it up, alone or with friends, with this realistic western town set. Set includes: four plastic constructed buildings that snap together to assemble (town hall, saloon, bank and store); two mounted Indians, four mounted cowboys, twenty other cowboys and Indian figures (about 2 inches high), plus miniature plastic guns, holsters, rifles, bows and arrows.
27-R 9613—Set **9.99**

These items make great Christmas gifts.

2 Ready-for-action plastic wagon train set consists of: 36 realistic figures, plus removable accessories, campfire with pot, two tepees, canoe, tree, totem pole, five mounted cowboys, three mounted Indians, twelve posing cowboys, eight Indians, chuckwagon with driver and two horses.
27-R 9367—Set **3.99**

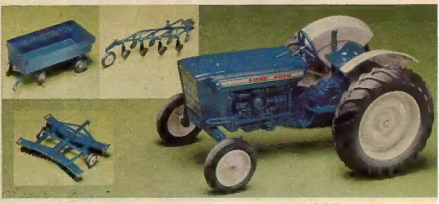
Save $1; combination offer

If bought separately the town set and the wagon train set would be 13.98.
27-R 9615E—Combination offer **12.98**

2 Wagon train set 3.99

Climbing tractor 2.99

Wind-up motor drives the soft rubber treads at a steady pace. Stop and go switch with reverse position. Climbs up steep slopes, over obstacles making realistic clanking noises and sending off harmless sparks from the smokestack. Metal and plastic body is orange with black tracks. Measures about 7" long.
27-R 9612—Each **2.99**



3 Hard-working combine 15.99

ERTL

Precision die-cast models of famous farm equipment

Actual scaled-down units of big action machinery. Built tough to tackle the rough jobs. Realistic working parts.

3 Here's a big, sturdy International Harvester combine that is action packed and ready for you to give it a real workout. It's made of aluminum, zinc and steel, with plastic parts. Has a gear-driven beater action. Chain driven auger; swivel grain spout. Neat all-weather enclosed cab. Rubber tires. And, it measures about 14½ x 8½ x 7½" high. A good value toy.
27-R 9410—Each **15.99**

4 Ford tractor plus attachments 16.99

4 Four-piece Ford farm set. Made of die-cast aluminum and steel. Tractor steers with wide front knee-action wheel movement. Massive rear wheels with rubber tires. About 10½" long. You also get three workable attachments that hitch up to your tractor . . . plough, roller disk and flare-box wagon with rubber tires.
27-R 9091—4 pcs. set **16.99**
27-R 9085—Tractor only **8.99**

Toys from pages 401 to 474 may be ordered until March 1, 1974, or while quantities last.

Toyland

Action and sound for kids.

New! Fascinating magnetic blocks 20-piece set

7.99

Large plastic and lithographed metal pieces are held together with permanent magnets. Set consists of cylinders, rectangles, cubes, wheels etc. Helps teach shape and colour co-ordination. Lets children create playthings. Instructions.
27-R 1848—Complete set **7.99**

Fun work bench 4.99

Infants' type work bench and tools. All in sturdy plastic. Includes a hammer that rings a bell; a saw that moves gears which form a face, a spanner that turns a knob which activates a jack-in-the-box.
27-R 1849—Complete set . **4.99**

Alphabet phone 6.99

Pre-schoolers look, listen, and learn the whole alphabet—spelling too! Push in one of the six 2-sided records; a picture appears and a voice comes through the receiver to explain it. Phone about 7 x 7 ins.
27-R 1804—Complete . . **6.99**

Casper the ghost 2.99

Casper the friendly ghost will lose his head over you. When you want him to talk—just pull his legs and he'll talk, while his legs whiz back to his head. Casper's sturdy plastic body measures 4½ ins. tall.
27-R 1806—Each **2.99**

Chatter-pal camera 3.59

Talking camera in durable styrene plastic. No batteries needed. Pull the string—press the shutter and the camera talks. Eight funny sayings with sound effects. With vinyl carry strap. For 2 to 6 years.
27-R 1805—Each **3.59**

Train top 2.99

Spin the top and see the toy-land train inside travel around the colourful track while it hums. Made of bright coloured metal and plastic. 7½ x 9" high.
27-R 1850—Each . **2.99**

Snoopy guitar 2.99

Sturdy plastic guitar has everyone's favourite dog on the front. When you turn the handle a built-in musical unit plays "Where oh where has my little dog gone". Plastic body measures about 14 inches long x 6 inches wide. A great gift.
27-R 1801 . Each **2.99**

See 'n' say farmer 7.99

When the string is pulled, farmer points to one of 12 animals, and his voice identifies it, and tells the child what the animal says. Made of sturdy polystyrene with handy carrying handle, is easy to clean. Size about 10¼ inches in diameter.
27-R 1802—English, each **7.99**
27-R 1803 French, each **7.99**

Record player 9.99

Close 'N Play phonograph. Close the lid and record plays, no needle to set—no scratched records. Child can put on and change his own 45 rpm records. Tone arm sets and resets each time lid is closed. Long life sapphire needle. Uses 3 "D" cell batteries (not included).
27-R 1851 . Each **9.99**
27-R 4451—Page of 4 "D" cells . . . **.89**
Set of 45 rpm nursery rhyme records.
27-R 1852—Set of six **2.99**

Charge it on your Eaton's Account
See page 367

Toys purchased before Christmas, which require adjustment, are to be returned no later than Jan. 18, 1974

EATON'S 459

They're here! The kids' favourite TV companions

1 Big Bird. The kids' favourite yellow friend. Bend his neck and legs to pose him in all sorts of positions—even make his beak move and wings flap! High acrylic pile and vinyl body, filled with shredded polyurethane foam
27-R 1501—About 19" tall **7.99**

2 and **3** The famous Sesame Street finger puppets. Children can set up dialogues, have "conversations", or hold a puppet party. Soft flexible polyurethane bodies move with motion of fingers. Puppets about 3" tall
(2) Set of three. One each of Salesman, Roosevelt Franklin, Sherlock Hemlock
27-R 1880 Set **2.99**
(3) Set of three. One each of Big Bird, Cookie Monster and Bert
27-R 1225—Set **2.99**

4 Sesame Street letter game—the fun way to help children match letters and understand words. Comes with Oscar's trash can and box, 5 letter trays, 28 lettered chips. Scoop all letter chips into box, pull up lid on trash can and Oscar throws out a 1½" letter chip. Kids match chip with letter on tray. Plastic
27-R 2467—With instructions **7.99**

Not shown. Sesame Street number game as above, but with Cookie Monster
27-R 2466—4 trays, 60 numbers **7.99**

5 to **7** Just like the Kids' popular TV friends. Each hand puppet about 12" tall. Even small kids can make them move
(5) Anything Muppet—mouth and arms move. Cotton body; vinyl hands. Removable thatches of hair and yarn
27-R 1877—Each **5.19**
(6) Roosevelt Franklin—Wizard attaches to wrist so arms can do many things. Jersey shirt, vinyl head, hands.
27-R 1878—Mouth moves too! **5.19**
(7) Grover—arms, head and mouth move. Attach wand to wrist to let arms do more actions. Soft acrylic pile
27-R 1879—Each **5.19**

1 Big Bird **7.99**

2 and **3** Three-puppet set **2.99** each

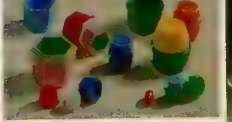
4 New letter game **7.99**

5 Anything Muppet **5.19** **6** Roosevelt Franklin **5.19** **7** Grover Muppet **5.19** Move arms and mouth

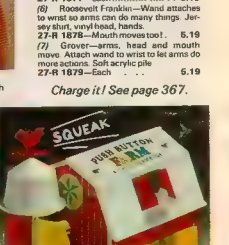
Charge it! See page 367.

Vis-U-Matic **5.99**

Stacking toys **2.79**



Big mouth singers **7.99**



Push-button farm **7.99**

Toys designed to help guide your child's development

Vis-U-Matic. Mother Goose's toy television set. Wind the knob and set plays a nursery tune as colourful pictures roll by. Musical movement cannot be overwound. Strong plastic case, carry handle. Ages 1 to 5
27-R 1873—Abt 7 x 5 x 8" . . . **5.99**

Stacking toys. Combination of Learning tower and Kitty-in-the-keg. Tower has 11 flexible cups that sit one inside the other. Stack them any way or build a tower 20" high. Kitty has 7 coloured kegs, one inside the other. Each keg unscrews to form two halves, last keg contains kitty. Plastic
27-R 1876—Ages 1 to 4 ..... **2.79**

Big mouth singers. Little ones always love these funny characters. Press a key and a singer opens his mouth to sound out a carillon-type musical note. Mouth stays open and note plays as long as key is depressed. Colour-coded song book and one "C" cell included. Plastic. About 9½" wide
27-R 1875—Ages 3 and up . . **7.99**

Push-button farm. Watch the farm come to life as each button is pushed—farmer drives his tractor down the ramp; doors open, animals pop out making different sounds; the cow moos as she lowers her head to eat. Picture-coded buttons for children age 2 to 5. Strong plastic
27-R 1874—Abt 10 x 8 x 8" . . **7.99**

Make Christmas come to life with battery operated toys

Walking toy robot 3.99

Rugged plastic robot has see-through body with coloured gears that move, arms that swing as he walks and a light in his head that flashes, all while he makes a whirring sound. Stands about 12½ ins high. Uses two "D" batteries (not included)
27-R 9610—Ea. . . 3.99
Package of 4 "D" cells
27-R 4461—Pkg. 89

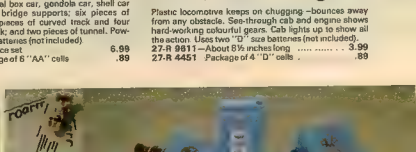
Value-packed 30-piece battery-operated train

6.99

Set includes: plastic train with realistic 5-inch long engine, tender, metal box car, gondola car, shell car and caboose, two bridge supports, six pieces of straight track, ten pieces of curved track and four pieces of switch track; and two pieces of tunnel. Powered by two "AA" batteries (not included)
27-R 9554—30 piece set 6.99
27 R 4138—Package of 8 "AA" cells 89

Bump 'n' Go locomotive 3.99

Plastic locomotive keeps on chugging –bounces away from any obstacle. See-through cab and engine shows hard-working colourful gears. Cab lights up to show all the action. Uses two "D" size batteries (not included).
27-R 9811—About 6½ inches long 3.99
27-R 4451 Package of 4 "D" cells 89

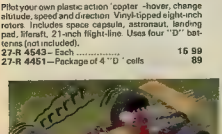


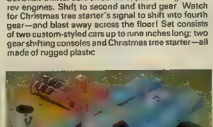
VertiBird power 'copter 15.99

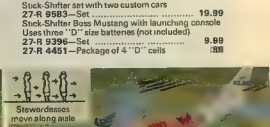
Pilot your own plastic action 'copter –hover, change altitude, speed and direction. Vinyl-tipped eight-inch rotors. Includes space capsule, astronaut, landing pad, liftcraft, 21-inch flight-line. Uses four "D" batteries (not included).
27-R 4543—Each 15.99
27-R 4451—Package of 4 "D" cells . . . 89

Action-shift dual car drag set 19.99

Uses six "D" size batteries (not included)
Stick-Shifter set with two custom cars
27-R 9583—Set 19.99
Stick-Shifter Boss Mustang with launching console
Uses three "D" size batteries (not included)
27-R 9396—Set 9.99
27-R 4451—Package of 4 "D" cells 89







Ferrari racing car 3.99

Burn up the track with this authentically detailed Ferrari racing car! Steerable front wheels and realistic engine sound. Dual exhausts, decals and driver. Rugged plastic, about 13 inches long
27-R 9365—Uses two "C" cells, not incl . . 3.99
27-R 4449—Package of 4 "C" cells 89

Futuristic computer car 2.99

Six programmed computer disks instruct car to run in different patterns. Rugged plastic car measures about seven inches long, comes marked with decals. Includes two markers and a trophy
27-R 9388—Uses two "AA" cells (not incl.) 2.99
27-R 4136—Package of 8 "AA" cells 89

Thundering jumbo jet 4.99

Big 15½-inch long Boeing 747 Jumbo Jet is authentically detailed with KLM Dutch Airline decals. All-plastic with transparent upper fuselage that shows passenger cabin and stewardesses moving along aisle. Undercarriage produces engine roar as battery-powered airplane taxis along the floor
27-R 9609—Uses two "C" cells (not incl.) . 4.99
27-R 4449 Package of 4 "C" cells 89

Make sure you get your Eaton's Catalogues. See p. 368.

Toyland

Playtime fun

MATCHBOX Superfast

Super roadway set with 20 cars and case

12.99

Set contains 20 Superfast Matchbox vehicles about 3 ins long. Made of die-cast metal; broom-stick handle to manoeuvre one of the cars. Two storage baskets in vinyl carrying case about 12 x 9 x 3 ins high, holds up to 48 vehicles. Pop-up card-board roadway provides life-like background with road signs, building and fly-over; about 35 x 22 ins, toys out flat and folds easily

27-R 9479—Set, complete with case **12.99**

27-R 9480—Case only for 48 cars **2.99**

MATCHBOX

Starter set with six cars and carrying case 4.99

Set contains: two metal-and-plastic 3-in long Roll-a-matic cars, one with see-through engine and moving pistons, one with dual exhausts and opening hood. Four die-cast metal Superfast cars with chrome-like engines. Vinyl case, holds 24 cars

27-R 9478—6-pce set, with case **4.99**

ERTL

Authentic action tractor set

6.49

Ford lawn and garden set. Rust-resistant die-cast aluminum tractor has real steering and knee-action axle. Steel cart has opening tailgate. Authentic scale replicas are painted Ford blue. Non-toxic materials. Rear rubber tires. Overall length of tractor hitched to cart is about 11 inches

27-R 9412—2-piece set **6.49**

ERTL

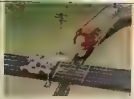
Seven-piece action farm set

8.99

All pieces made of die-cast metal with bright enamelled finish and authentic scale detail. 5¼-inch tractor with built-in hitch, box wagon with opening tailgate, spreader with turning beaters; cutter with moving bar; three-scoop plow; harrow with folding drawbar and disks; mower attachment

27-R 8590—7-piece set **8.99**

Toys purchased before Christmas which require adjustment, are to be returned no later than January 18, 1974



Caution! Level crossing

Plenty of thrilling action

Double the action! Tyco super HO-gauge road and rail set

69.99

cash or 6.00 monthly*

- **Diesel locomotive freight train**
- **Two TycoPro racing cars**
- **Run together or separately**

You're in control of the most fabulous action ever! A thundering freight train, two streaking racing cars—and their tracks meet at a level crossing! It's an action-packed layout that's absolutely tops for speed and daring. Freight train curves around an oval track while the cars race through a thrilling triple-level course. Lighted F9 diesel engine hauls five freight cars and a caboose. Piggyback car is loaded with a truck carrier. Railroad outfit is complete with transformer, railside signs and telephone poles. Road-and-rail crossover track. Road race has 23 feet of tri-level racing action. Two TycoPro racing cars, two controllers, power pack. Overall size is 63 x 42 inches.

27-R 9559—Complete 69.99

*Santa says: * Charge it on your Eaton Account. See p. 367.*

Cars, snowmobiles race the Monza 500 39.99

What a challenge! The Monza 500 outfit has a tricky over-and-under circuit that tests your skill. You get authentically detailed 1/32 scale Group 7 Special and G.T. Ford racing cars, plus interchangeable snowmobile shells! Powerful 12-volt motors combine with track-grabbing tires to permit fast starts. Scale speeds up to 200 mph. Set includes all track and the accessories to make the complete circuit as shown, with fences, overpass supports, and 15-volt power pack transformer. Totals 39 feet of speedy racing track that makes a 4½ x 99-inch layout. Can be angled to fit a 4 x 8 foot sheet of plywood. Exclusive with Eaton's.

27-R 9275—5.00 monthly* or cash 39.99

Strombecker

Super powered with 12-volt motors

Replacement cars 2 for 12.99

Set of cars to fit all 1/32-scale raceways. Includes one Ford GT and one Group 7.
Operate on 12-volt systems.

27-R 9648—Set 12.99

Sports "200" with Monza curves 29.99

Strombecker set makes the thrilling double oval shape illustrated. Challenging 1/32-scale outfit includes two 12-volt racing cars: a Group 7 Special and a G.T. Ford. Over 25 feet of curved and straight running track with plug-in terminal. Supports and fences for speed. Monza curve walls included. With accessories shown. 15-volt power pack transformer. Overall layout measures 71 x 40 inches. Easily assembled. Exclusive with Eaton's.

27-R 9274—Complete 29.99

All Eaton's raceways operate on standard 110-volt house current.

. . . all HO-gauge

Headlights beam steadily to illuminate the tricky curves

4-speed controllers for perfect control when the race is on

Toyland

Tracks and wheels

Now! You gear up, gear down to send your TycoPro car through the 37 feet of track!

39.99

cash, or 5.00 monthly*

Start in neutral, shift to 1st and the race is on! 2nd gear for the treacherous curves. 3rd—your car streaks ahead. 4th for full speed down the straightaways and through the high-banked curves.

Championship pro racing at its best! Choose your car—speedy Chaparral 2D or sporty Porsche 908. They hurtle down the six-foot long straightaway, career around 40° banked curves. Layout fits 4 x 8 ft space.

Think fast! Your instant response racing controls include brakes for split-second action. Try night racing: cars have constant brightness headlights. Lap counter automatically records your progress. Set includes pier supports with extenders, crash fences with flags. Electric power pack transformer and full instructions included. Exclusive with Eaton's

27-R 9260—Complete set **39.99**

*Use your Eaton Account See page 367.

One of six layouts 19.99

Realistically styled HO-gauge raceway is a challenge to your skill. Snap-together track locks in place to total 14 feet of speedy excitement. Including the tricky cobblestone squeeze track that calls for fast reflexes on your speed control! Pier supports for overpasses; crash barriers with flags included. Two TycoPro racing cars, two racing controllers, start and finish gate. Plus electric power pack. With full instructions for layouts.

27-R 9289—Complete set **19.99**

TycoPro racing cars 2 for 9.99

World's fastest electric racing cars. Low centre of gravity holds 'em down. Silicone-slick tires for biting traction on corners. Plastic and metal.

27-R 9645—About 2¼ inches long **9.99**

Thriller track 29.99

Two speedy TycoPro cars, the Super Gremlin versus the Super Pinto. They twist and turn through thrilling double-level spirals, the long straightaways and the exciting cobblestone Chicane squeeze, where only one car can make it through. The set includes pier supports, guard rails with flags, two speed controls, 12-volt power pack. You get 29 feet of sizzling action on a layout that measures about 45 x 51 ins. Exclusive to Eaton's.

27-R 9288—Complete set **29.99**

You can order any toys in this book until March 1, 1974 or while quantities last.

TYCO Tabletop-size trains and raceways

Diesel Switcher, a fine starter set

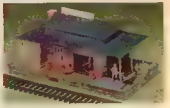
19.99

Lots of action at a low price, to get the beginning railroader started on a fascinating pastime. The husky diesel locomotive switcher has an operating headlight. Three freight cars: a gondola loaded with culvert pipe, a refrigerator car and a caboose. With 12 sections of track that make up into a 36-inch diameter circle. With transformer, ready to roll.
27-R 9555—Complete **19.99**

Crane car set 8.99

Cars with real working parts. Three-way action: cab swivels right around 360°, boom can be raised and lowered, hoist cranks up and down. With boom tender car. HO-gauge. About 16 ins long.
27-R 9641—Two-car set **8.99**

Log dumping car with remote control **9.99**



Freight station 7.99

A colourful freight station for more realistic railroading. There's a light inside for a warm and cheery look. High-impact plastic, scaled for HO-gauge layouts.
27-R 9640—About 7 x 3½ ins **7.99**

Extra track (not shown)

Straight track. Package of eight sections, each 9 inches long. Plastic ties.
27-R 9636—Package **2.99**

Curved track. Package of eight sections, based on 18-inch radius curve.
27-R 9637—Package **2.99**

Manual control switch. Includes switching tracks and control.
27-R 9638—Left-hand switch **3.99**
27-R 9639—Right-hand switch . **3.99**

8-unit diesel outfit

39.99

cash, or 5.00 monthly*

Alco Century CN diesel thunders in, hauling a remote-control log dumper, piggy back flat car, cable reel car, train container flat car, billboard reefer, hopper and caboose. Piggy back has 2 trailers, cab and truck. Also 12 poles and 2 signs. 17 pieces of track, bumper track and manual left-hand switch; power pack. Whole layout measures about 54 x 36 ins.
27-R 9657—Complete **39.99**
27-R 9642—Log dumper only. With bin, logs, push-button control, track ... **9.99**

Set is available with steam locomotive and tender. These pieces also sold separately **19.99**

Crossing gate raises, lowers automatically **7.99**

Remote control unloads crates from box car **9.99**

Our finest! 10 units with diesel or steam

49.99

cash, or 5.00 monthly*

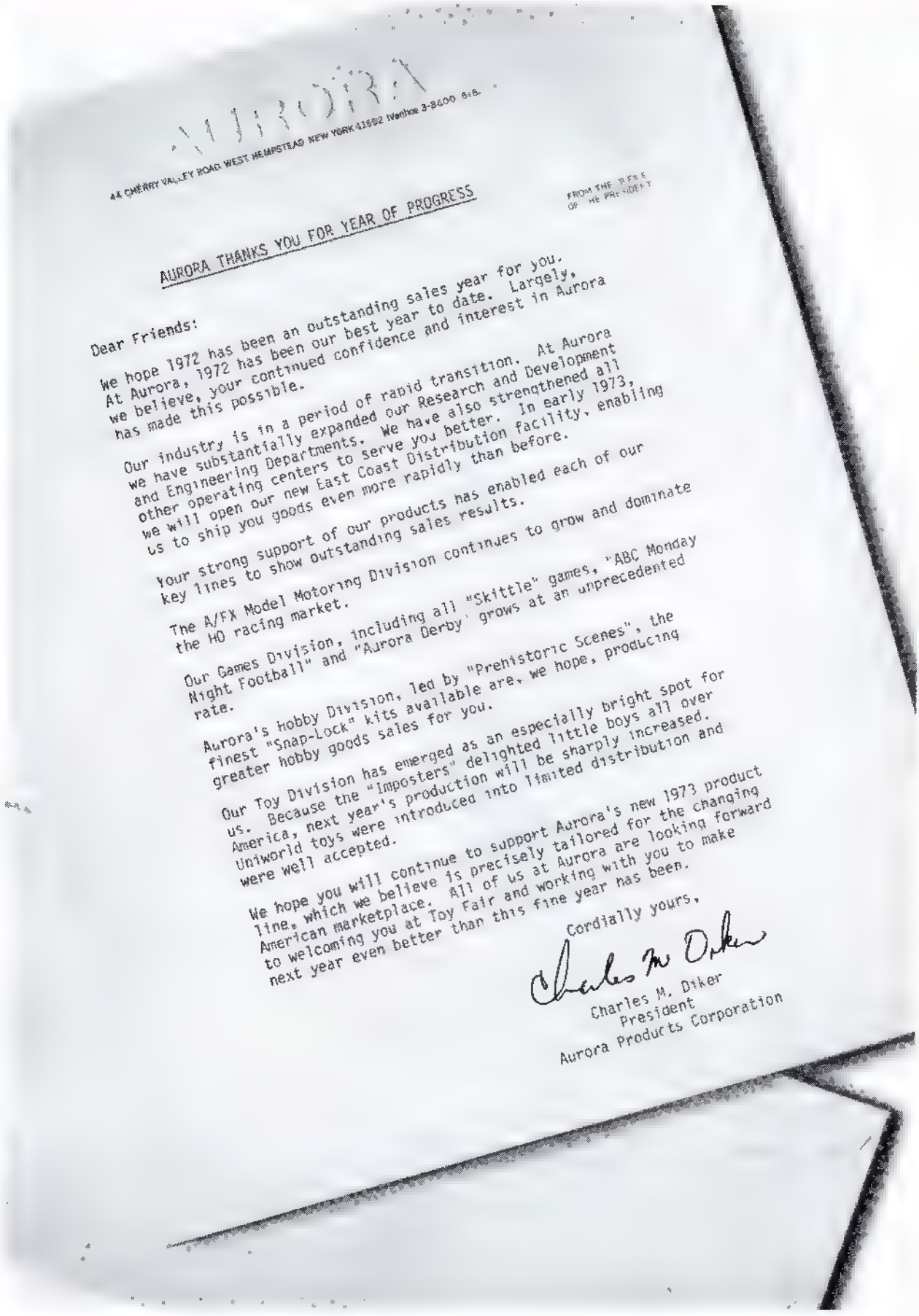
Santa Fe twin diesel pulls eight freight cars past a controlled crossing gate and into a siding for remote control operations. Includes: log-dumping car and freight unloading box car that work by remote control, piggyback with 2 removable highway trailers, dome tanker, gravel car, refrigerator car; sugar car, caboose. Power-pack operates log dumper, unloader and crossing gate. Over-and-under track runs for about 28 ft. With trestles and bridge. About 40 x 93 ins (fits on a sheet of plywood). Manual switch shunts train into siding.
27-R 9656—Diesel power outfit **49.99**
27-R 9635—Diesel units only ... **19.99**
27-R 9658—Outfit as above with Prairie steam locomotive and tender **49.99**

A Steam locomotive units only
27-R 9634—Set **19.99**

B Automatic crossing gate.
27-R 9644—Each **7.99**

C Box car with track, crates, receiving bin, push-button controller
27-R 9643—Each ..... **VVM**

1 2 3 4



AURORA

44 CHERRY VALLEY ROAD WEST HEMPSTEAD NEW YORK 11552 IVanhoe 3-8600 516

FROM THE DESK OF THE PRESIDENT

AURORA THANKS YOU FOR YEAR OF PROGRESS

Dear Friends:

We hope 1972 has been an outstanding sales year for you. At Aurora, 1972 has been our best year to date. Largely, we believe, your continued confidence and interest in Aurora has made this possible.

Our industry is in a period of rapid transition. At Aurora we have substantially expanded our Research and Development and Engineering Departments. We have also strengthened all other operating centers to serve you better. In early 1973, we will open our new East Coast Distribution facility, enabling us to ship you goods even more rapidly than before.

Your strong support of our products has enabled each of our key lines to show outstanding sales results.

The A/FX Model Motoring Division continues to grow and dominate the HO racing market.

Our Games Division, including all "Skittle" games, "ABC Monday Night Football" and "Aurora Derby" grows at an unprecedented rate.

Aurora's Hobby Division, led by "Prehistoric Scenes", the finest "Snap-Lock" kits available are, we hope, producing greater hobby goods sales for you.

Our Toy Division has emerged as an especially bright spot for us. Because the "Imposters" delighted little boys all over America, next year's production will be sharply increased. Uniworld toys were introduced into limited distribution and were well accepted.

We hope you will continue to support Aurora's new 1973 product line, which we believe is precisely tailored for the changing American marketplace. All of us at Aurora are looking forward to welcoming you at Toy Fair and working with you to make next year even better than this fine year has been.

Cordially yours,

Charles M. Diker

Charles M. Diker
President
Aurora Products Corporation

(Circle No. 4 on Reader Inquiry Card)

the perfect match...

COLORFORMS and PEANUTS

For the first time, two best sellers together in one family of toys. Peanuts. Colorforms. The exciting combination that sets on sight. Three new Peanuts Colorforms Sets: "Hit the Ball, Charlie Brown!" "How's the Weather, Lucy?" "Come Home, Snoopy!"

Now kids can make their own Peanuts adventures with their favorite Peanuts characters.

Colorforms Peanuts Sets have self built right in. Peanuts adventures with Colorforms. The *biggest* event of the year. If you haven't ordered yet—order now! If you've already ordered—reorder now!

Colorforms

THE TOY STAPLE
Norwood, New Jersey (201) 768-6700

© 1972 United Feature Syndicate, Inc.

another one of our good toys

We sell and believe in good toys.
Be a Selected Creative Playthings Dealer.
Telephone 609 448 2221

9+
months

Clutch Ball
Plast c
5½" diameter
A9060/Q486 $2 95

Creative Playthings

Revell's promotion underway for '73

VENICE, CALIF. Revell's annual Sweepstakes promotion began last month, with prizes offered to dealers and consumers

At the same time, Revell announced its bigger push into the 1/25-scale car kit market with five more numbers lined up in 1973.

The California manufacturer also continued to update its sailing ship series, with a model of the USS Constitution. In the naval ship market, there are two new numbers. And four new planes in the 1/32 scale have been introduced

Grand prizes in the Sweepstakes promotion include, three Air Cycles, two Hobie Cats, and the famous Baja 500 Champion Spark Bug.

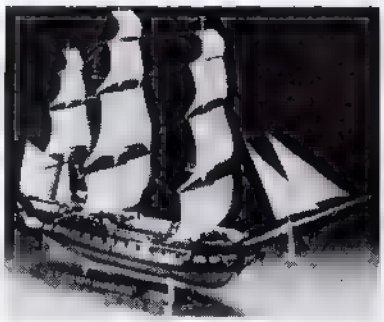
A special contest for dealers offers 15 Super 8 movie-making outfits from Bell & Howell

The Air Cycles are all-terrain vehicles which float inches above the surface of land—or—water on a frictionless cushion of air.

They achieve speeds of up to 50 mph. Contestants send in their entry blanks, available inside the fifteen new Revell kits, to be eligible as prize winners

The Hobie Cat catamarans come in 16-inch and the new, one-man 12-inch sizes. These 25 mph crafts have designs based on the Waikiki Beach cats and can take ocean, deep sea or lake waters

Catamaran among promo prizes


Model of USS Constitution has been updated in the Revell hobby line

U. S and Canadian contestants can find entry blanks on point-of-purchase materials, supplied free to hobby dealers in the #A-1760 assortment.

Filling out the prize list of more than 1,000 prizes are 600 3-Packs and 400 6-Packs of Revell kits, with a complete Pactra Paint set in popular flat and glossy hues going with each pack.

Revell will back up its Sweepstakes promotion with a nationwide advertising schedule in leading consumer and hobby publications

3 Little Pigs Come to Market

in a brand new

Dolly Toy Pin-Up

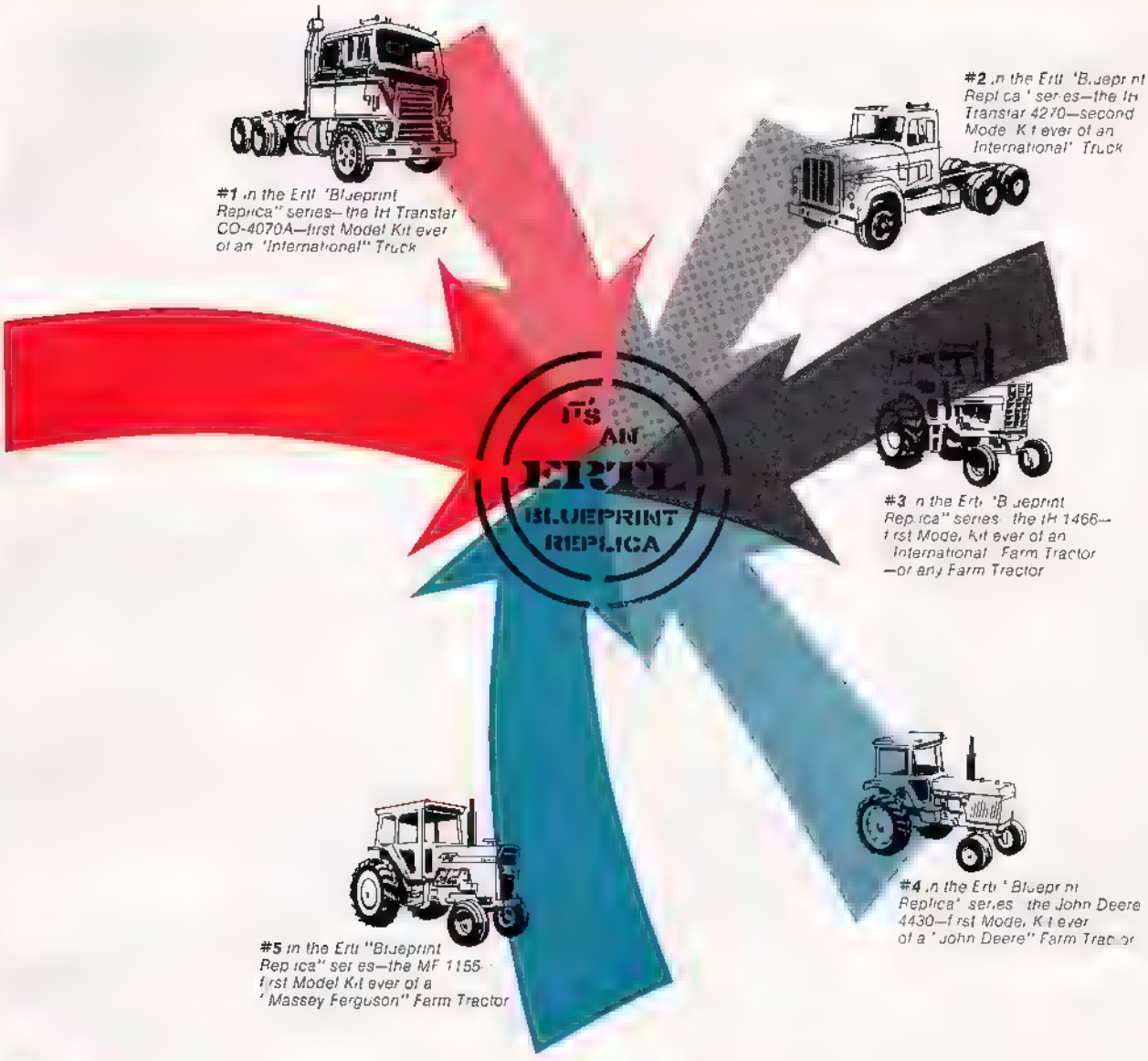
Newest addition to Dolly Toy's ever growing line of fresh new ideas in nursery and playroom decorations... more year-round profits for you.

Our new Full Color 1973 catalog is ready... write for your copy.

THE DOLLY TOY COMPANY,
Tipp City, Ohio 45371
New York — Room 303 — 200 Fifth Avenue

GUARANTEED CONSUMER PARENTS' MAGAZINE

Circle No. 40 on Reader Inquiry Card.



#1 in the Ertl "Blueprint Replica" series—the IH Transtar CO-4070A—first Model Kit ever of an "International" Truck

#2 in the Ertl "Blueprint Replica" series—the IH Transtar 4270—second Model Kit ever of an "International" Truck

#3 in the Ertl "Blueprint Replica" series—the IH 1466—first Model Kit ever of an "International" Farm Tractor —or any Farm Tractor

#4 in the Ertl "Blueprint Replica" series—the John Deere 4430—first Model Kit ever of a "John Deere" Farm Tractor

#5 in the Ertl "Blueprint Replica" series—the MF 1155—first Model Kit ever of a "Massey Ferguson" Farm Tractor

YOU'LL DISCOVER THIS YEAR'S BIG HOBBY EXCITEMENT—AND YOUR 1973 SALES INCREASES—IN THE ERTL BOOTHS (403-404) AT THE HIAA TRADE SHOW, HOME OF "BLUEPRINT REPLICA®" MODEL KITS

The experts were both right—and wrong. Right in their appraisal of the appeal Ertl "Blueprint Replica®" model kits would have for hobbyists and collectors. Wrong in their belief a single model kit couldn't have enough marketing clout. They didn't take into proper account the effectiveness of the high impact package and its ability to "A-I-M" its product story to a market eager to be Attracted, Interested and Motivated by unique features in new famous name model kits. Come! See what all the excitement is about. The quality and precise details... the simplicity of intricate operations and lots more.

ERTL BLUEPRINT REPLICA MODEL KITS

THE ERTL COMPANY, DYERSVILLE, IOWA 52040

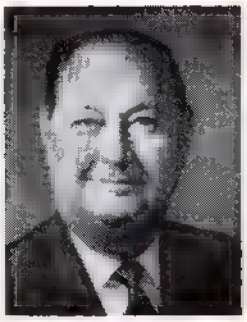
(Circle No. 19 on Reader Inquiry Card)

Coastal Industries has appointed B. Venugopal to its staff in the position of chemical engineer.

Venugopal comes to Coastal from the Givaudan Corporation. He received his doctorate in chemical engineering from the Indian Institute of Science in Bangalore, India.

Other Coastal changes include appointment of Dan Schaub as project and engineer manager; and appointment of Howard Uhde as production and packaging manager.

Venugopal



Ritchie

Zillner

Sidney J. Ritchie has been promoted to national sales manager, Ray-O-Vac division of ESB Incorporated.

Ritchie has been with Ray-O-Vac since 1955, starting as a district manager in Cleveland. He replaces R. B. Cook who was recently appointed director of marketing.

Rubin Greenberg has joined the Hedstrom Company sales staff. Greenberg will cover the Northern New Jersey, lower New York state territory. He replaces Howard True, Jr., who has moved to the Boston region, replacing his father, Howard True, Sr., who has retired.

Greenberg was the founder and president of Kiddie Craft Furniture of Brooklyn, N. Y. In his new capacity, he brings a wide and unusual experience to his new accounts.

Midland Electronics Company, Kansas City, has announced the appointment of Tom A. Zillner as product planner. In his new position, he will plan and develop new products in the area of electronic toys, as well as communications equipment and other related lines.

The Great Circle Factory, manufacturer of the Yantra meditation circle kit, has announced new sales representatives. William S. Korr Sales Company of Chicago will handle the account in Wisconsin, Illinois, Indiana, Michigan, and Ohio. Ted Cook Sales will cover Minnesota, North and South Dakota, Iowa, Nebraska, and Kansas.

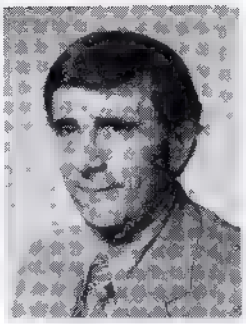
Ross Chemical & Mfg. Co. has named William J. Derse as national sales manager.

Derse will be succeeded in his Chicago post of regional manager by Charles Marshall.

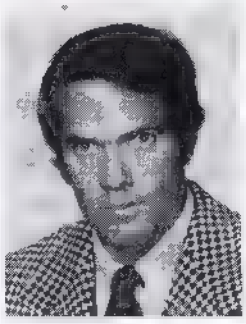
Both Samulson and Halitzer work out of the firm's 200 Fifth Avenue offices.

Spring and Summer Staples!
READY TO FLY
BALSA GLIDERS
AND RUBBER POWERED AIRPLANES
RETAIL 10c UP TO 59c
COUNTER RACK and FLOORSTAND DEALS
ASSORTMENTS TO FIT EVERY NEED
ON-TIME DELIVERY
FLYING CIRCUS
Guillow's
WRITE FOR 1973 CATALOG
LEADER IN BALSA GLIDERS SINCE 1930
PAUL K. GUILLOW, INC., WAKEFIELD, MASS. 01880
Circle No. 58 on Reader Inquiry Card

Prager



Kolman



Toomey

Eagle Rubber has announced the appointment of Roland H. Kolman, Jr., to the new post of marketing manager. He was formerly marketing director at Decorator Industries, Pittsburgh.

Kolman's responsibilities will consist primarily of developing and coordinating all marketing activities for Eagle and Kent Sporting Goods.

H. Lee Prager has joined Amerace Esna Corporation as general manager of wheel products division.

Prager will assume all marketing and manufacturing responsibilities for the firm's wheel products as well as overall responsibility for the corporation's Lineville, Alabama, manufacturing facility

Jerry Toibin Associates announce that it is now handling sales in Illinois, Wisconsin and Minnesota for Ceramichrome, Inc., of Westminster, California, and Molly Pitcher, Inc., of Dillsburg, Pennsylvania. Both companies are makers of craft kits

Graymark Enterprises has announced the appointment of a number of sales representatives for its firm.

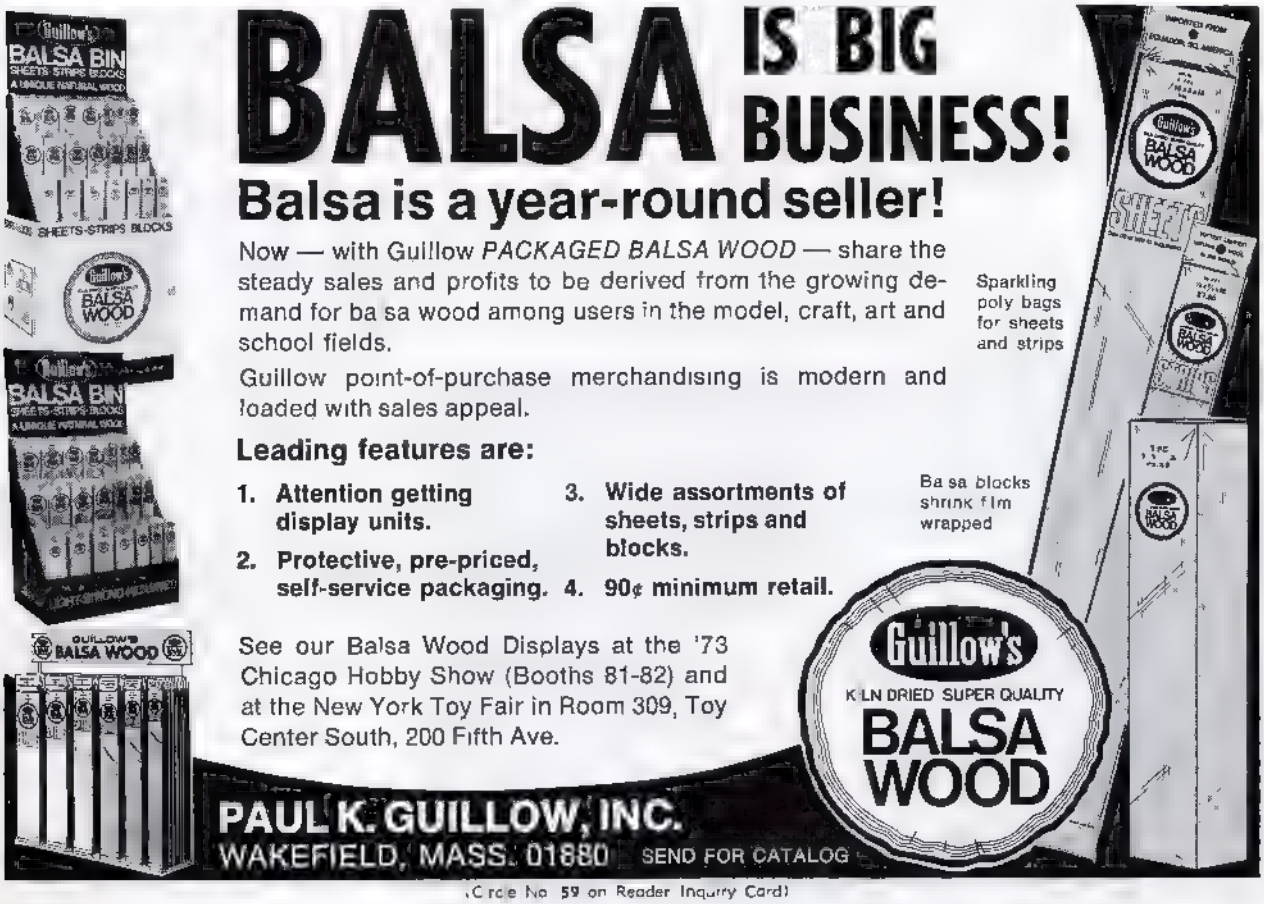
They are J. R. Sales Corp., New York, Maxwell Brooks Associates, New England, Freeman and Harmon, Mid Atlantic states; Bill Korr Associates, Midwest; Von Esh-Robinson-Wallin, Southeast; R. L. Dorff and Company, West; Caston-Anderson, Texas, Oklahoma, Louisiana and Arkansas; and Harvey D. Woodward and Co., Kansas, Nebraska, Iowa and Missouri.

Raymond DeBernardis has joined Dudwick Shindler Associates. He will be involved in sales and customer relations for the Christmas decorations sales representatives.

Stan Blaustein has been named to national sales manager at Revell Blaustein replaces Bud Krueger who has resigned.

Prior to the promotion, Blaustein had been manager of sales planning and administration

Bill Toomey, Olympic decathlon athlete has joined Sports Illustrated Games to help promote a new SI game called Decathlon. Toomey and six other all time greats are featured in the game.


BALSA IS BIG BUSINESS!
Balsa is a year-round seller!
Now — with Guillow PACKAGED BALSA WOOD — share the steady sales and profits to be derived from the growing demand for ba sa wood among users in the model, craft, art and school fields.
Guillow point-of-purchase merchandising is modern and loaded with sales appeal.
Sparkling poly bags for sheets and strips
Leading features are:
1. Attention getting display units.
2. Protective, pre-priced, self-service packaging.
3. Wide assortments of sheets, strips and blocks.
4. 90¢ minimum retail.
Ba sa blocks shrink film wrapped
See our Balsa Wood Displays at the '73 Chicago Hobby Show (Booths 81-82) and at the New York Toy Fair in Room 309, Toy Center South, 200 Fifth Ave.
Guillow's
KILN DRIED SUPER QUALITY
BALSA WOOD
PAUL K. GUILLOW, INC.
WAKEFIELD, MASS. 01880
SEND FOR CATALOG
(Circle No. 59 on Reader Inquiry Card)

INTRODUCING THE 1973 HTH SALES STAFF.

THEY PRE-SELL FOR YOU LIKE NOBODY ELSE IN THE BUSINESS DOES.

Our staff.

The people who appear on some of America's most popular TV shows.

Millions of pool owners watch them each week. During the pool season.

Presented by HTH.

The only pool chemical advertiser in the business on national prime time TV and spot TV, too.

They're working to pre-sell HTH Dry Chlorine, The Beautiful Water Control for you. On the most powerful selling medium there is.

As a matter of fact, most retailers who've switched to the HTH line have tripled their sales.

But TV isn't the only reason they have.

We make it easier for you to sell HTH in every way.

With magazine and newspaper advertising, too.

A generous co-op advertising plan.

Powerful direct mail. (*POOLife Magazine* reaches over 300,000 pool owners.)

A strong Yellow Pages program.

A "Beautiful Water" consumer sweepstakes. (25 couples with a week's vacation at the Acapulco Princess Hotel, Mexico. It could be your customer.)

A "Beautiful Water" retailer travel gift program. (Every HTH dealer can qualify for an exciting array of prizes or an Acapulco vacation.)

Consumer literature for your customers.

A 1973 edition of The New Pool Owner's Kit.

New in-store displays.

A retail salesman's information kit.

And the 1973 Sock It™ "Superchlorinator" promotion program. (Starring Rocky Graziano who says, "It's Socko!")

All in all it's a beautifully complete program that makes selling HTH easier than ever.

For more information write Olin Chemicals, Designed Products Division, Dept. PLT 1, 120 Long Ridge Road, Stamford, Connecticut 06904.

THE BEAUTIFUL WATER CONTROL.
FROM THE WATER SCIENTISTS AT Olin

hth

We do the promoting so you don't have to.

HTH is a registered trademark of the Olin Corporation

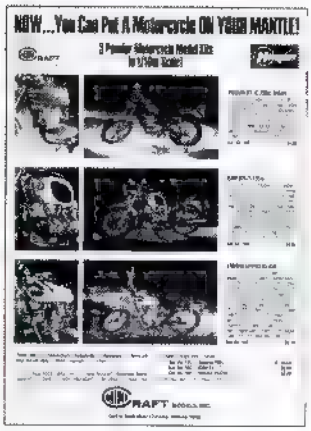
Circle 40 18 on Reader Inquiry Card

MINICRAFT

THE LINE THAT GROWS ON YOU!!

1969

Sailing Ships

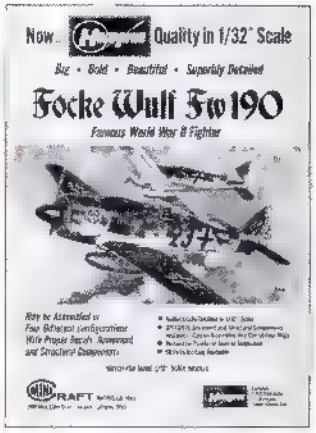


1970

Sailing Ships
1/72nd Aircraft
1/32nd Aircraft
1/450th Warships
1/10th Motorcycles

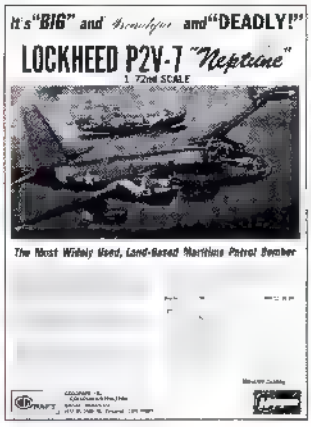
1971

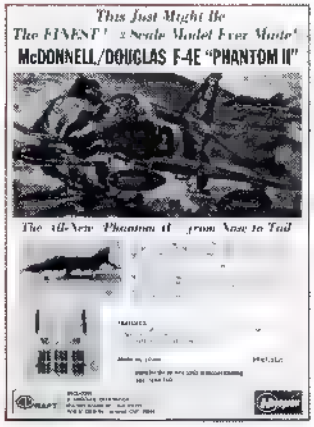
Sailing Ships
1/72nd Aircraft
1/32nd Aircraft
1/450th Warships
1/10th Motorcycles
1/30th Armor



1972

Sailing Ships
1/72nd Aircraft
1/32nd Aircraft
1/450th Warships
1/10th Motorcycles
1/30th Armor
1/700th Warships





1973

1/72nd Aircraft
1/32nd Aircraft
1/450th Warships
1/10th Motorcycles
1/30th Armor
1/700th Warships

SEE US AT
PARLOR N
HIAA SHOW
. . . And Find Out What's Next!!

PERMANENT NEW YORK SHOWROOM· Room 563
200 Fifth Avenue Building, New York, New York 10010

MINICRAFT

EXCLUSIVE U.S. & CANADIAN DISTRIBUTOR
Minicraft Models, Inc.
1510 W. 228th St., Torrance, Calif. 90501

Hasegawa

Golden Press makes Sniffy a star

RACINE, WIS.—Western Publishing is making 1973 the year of the skunk with its Golden Press adventure calendar

A new dimension in the firm's Golden Fragrance series, Sniffy's 1973 Adventure Calendar combines 12 scratch and sniff fragrance strips, a year-long calendar and a story of Sniffy the Skunk and his adventures.

Following simple directions, the child matches the specified scent to each month—pine, hot chocolate, pizza, lilac, rose, mustard, vanilla ice cream, root beer, apple, pumpkin, sage and peppermint.

Sniffy is priced at $2.95.

Also available is Golden Aesop's Fable Calendar featuring an almanac, memo, birthday and holiday stickers. The Aesop Calendar is $1.

Normatt offers snowmobiles with or without power units

ST. PAUL, MN.—Battery-powered scale model replicas of the Ski-Doo, Arctic Cat, Rupp, Polaris and John Deere snowmobiles are available from Normatt Products.

The models, authentically designed with rubber track and working headlights, may be purchased in kits, with or without motors, or as a fully assembled power unit. Matching cutters and trailers have been color coordinated to each brand.

All five replicas are designed to move over any terrain.

Mangelsen's has instruction for making bottles into dolls

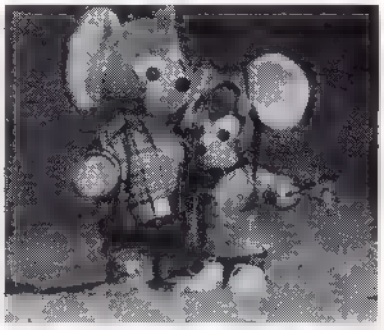
OMAHA, NEB.—A craft instruction book offering nine projects for making realistic dolls from discarded plastic bottles and meticulously fashioned doll clothes is now available from Harold Mangelsen & Sons.

The book, entitled Living Dolls, includes lists of materials needed, easy-to-follow instructions, patterns and photos of completed work.

Projects in the 24-page book are Mr. and Mrs. Farmer, Mr. and Mrs. Pilgrim, Santa and Mrs. Santa, Clown, Dixie Belle and School Girl.

Cuddlies star on posters

NORRISTOWN, PA. Studio One has a whimsical new poster series, which uses stuffed animals as models set in



Cuddlies on the beach

almost humanly expressive situations. The striking full-color photography has captured them in six different scenes such as the above beach pose. They are called Cuddlies.

Coble is toyman at Sears

CHICAGO—T. R. (Bud) Coble is now the national merchandise manager of toys at Sears. Coble is a 32-year veteran with the Chicago chain,

Circle No. 80 on Reader Inquiry Card

TO THE EDITOR:

Being a member of the toy buyer's fraternity for a good many years, I look forward to the New York Toy Show. There is nothing more stimulating than to see the original research and development that goes on throughout this industry, making each new year different, invigorating, constructive and challenging.

This display and presentation of the merchandise is like a stage show. I'm taken into different show rooms to see the eye catching arrangements of all the new toys. Manufacturers show me how to play the new games, operate the new toys, plans for advertising, and I come away from the show thoroughly educated in the new products for the year. However, I feel that the manufacturer is failing miserably in getting his products talked about by the general public.

It seems to me that the manufacturer is only interested in one thing, showing his product to the buyer. After he makes the sale, he rubs his hands together and feels his work is done. However, no matter how buyers are stimulated by the new toys, it is the local salesperson in the retail field that has to sell them.

When hundreds of these new items come into the toy department from all the different manufacturers, the salesperson gets completely lost and bewildered. There are so many new toys coming in at one time she does not have time to study and learn how to play the new games or operate the new toys. When a customer walks in and asks, "How does this work?", she doesn't know and in her embarrassment suggests, "I'm sure there are directions in the box." This, of course, is not a very satisfactory way of selling merchandise.

After giving this a lot of thought I feel that the manufacturer instead of spending so much money on television and magazine advertising should spend some of it in the local areas putting up show rooms and booths like they have in New York, and inviting the dedicated and eager salespeople to a demonstration to learn about the different new toys. These people would come away better instructed, more appreciative and have greater enthusiasm for their selling.

We have done this on a small scale in Houston, Texas, for the benefit of the retail clerk and the store managers. The Southwestern Manufacturers representatives of Dallas have shared expenses with us in setting up booths, displays, and serving refreshments to all interested merchants of this area. If this could be done on a larger scale including all the new toys for the year, I feel that not only the merchant but also the toy manufacturer would gain.

Joe Frank

Atlanta Toy Show dates scheduled for April 4-8

ATLANTA—Retailers will jam into the Atlanta Merchandise Mart from April 4 to 8 for the 14th annual Toy Fair, held in this city.

The show producers—Southern Exposition Management—said "many manufacturers have already inquired about the April show, and it is a foregone conclusion that the show will be 'sold out' earlier than ever before."

SEMCO forecasts over 300 booths taking up the entire 80,000 square feet of show space with 890 buyers attending who will place orders exceeding $5 million.

© 1971 KAMAR INC.
KAMAR PRESENTS
26 NEW ORIGINAL
DESIGNS
For 1973
. . . . To be
unveiled at
your local
Gift Show.
Come and CUDDLE—Test Kamar's ORIGINAL line of stuffed toys. Or, Write on your letterhead for Kamar's new 32 page full-color catalog. It's filled with 199 Kamar ORIGINALS . . . . that sell in Spring like it was Christmas!
If you thought a bear was just a bear, write on your letterhead for color catalogs. We will show you why Kamar ORIGINALS make the copy cat's bears look blah
KAMAR, Dept. P-1.
2020 W 139th St., Gardena, Ca 90249/(213) 321 2911
(Circle No. 25 on Reader Inquiry Card)

They move. Off your shelf. On the double.

If you'd like to see a lot more movement in your plastic kit department, see us at the HIAA Show.

We'll be offering our fabulous, once-a-year deals. And we'll show you why MRC/Tamiya dealers *sold out* in 1972. We'll show you the kits that helped them do it last year. And we'll show you a whole group of new kits that will help them (and you) do it next year.

These are kits with more appeal, more sophisticated detail, more categories and more quality. It's this kind of quality that people are finding out about. They're reading about it in the magazines they trust. They're hearing about it from other modelers. And they're finding out for themselves.

And with us, the "latest" is never old hat. Our model cars are out of today's headlines. Our planes are musts for collectors.

The results? Our dealers sell out. Again and again.

If you'd like to cash in on the kits that move, stop by the MRC/Tamiya booth at HIAA. You and your business will profit.

Model Rectifier Corporation/Edison, N.J. 08817

MRC TAMIYA

When you're ready to move, see us. HIAA Show, Booths 27-32.

See New Additions To The Country's Hottest Line Of Scale Model Tank Kits.

Circle No. 5 on Reader Inquiry Card)

Just when you need fresh new selling ideas, Merry brings them to you — Play Makes, make-and-wear purse and hat kits for little girls. And, Fun Beams, intriguing flashlights "dressed" in famous brands.

What they see is what they get

All components in plain view, protected under a see-through blister. TRUTH IN PACKAGING

make and wear sewing crafts

Play Makes™

A really different approach to the fast-growing do-it-yourself interest. Four sales-making kits — two in denim and two in shinyl vinyl. Complete with instructions, safe plastic needle and sewing yarn. Blister protected on full-color card. Assorted four styles packed one dozen No. 7200.

four exciting kits, two in denim— two in shinyl vinyl!

NEW

very merry for '73

Fun Beams™

Merry's done it again . . . made flashlights housed in reduced-in-size plastic versions of Pepsi, Heinz Ketchup and 7-Up bottles. In high impact styrene. Each complete with battery. Blister packaged on a contemporary design full color card. Packed 2 dozen assorted No. 7389

The 4-season profit line

merry

DIVISION OF LEISURE DYNAMICS, INC.
Minneapolis, Minnesota 55435

Circle No. 33 on Reader Inquiry Card

These All Terrain Vehicles Have
Extra Play Action for *Extra Sales Action*

Every one of these new Murray models is specially designed for body-building exercise plus loads of fun and play. They feature distinctive billboard tires and big truck-styled wheels . . . Display these great new models:

THE TUFF ONE — This two wheel velocipede has the look of a park cycle with training wheels. Chrome Butterfly handlebar. Competition Blue finish with White Trim.

BIG MACK — Sensational ATV velocipede. Turf tread tires for riding on grass or hard surfaces. Chrome Butterfly steering bar. Finished in brilliant Super Yellow.

MIGHTY MITE — A new look in three wheelers because it combines a wagon and velocipede. Butterfly chrome handlebar. Limerick Green with White and Black Trim.

ZOOM ZOOM — Great new design for an old favorite — the Irish Mail! This unique 4-wheel hand car has Zoom-Zoom handlebar. Red with Yellow overspray.

MINI-DRAG — This new velocipede has a rear trunk with handy lid for more play value. Kids love it. Antenna handlebars. Spring Green with Red Trim.

Write for new catalog describing these models and the rest of Murray's great 1972 Wheel Toy Line. THE MURRAY OHIO MFG. CO., Nashville, Tenn. 37204.

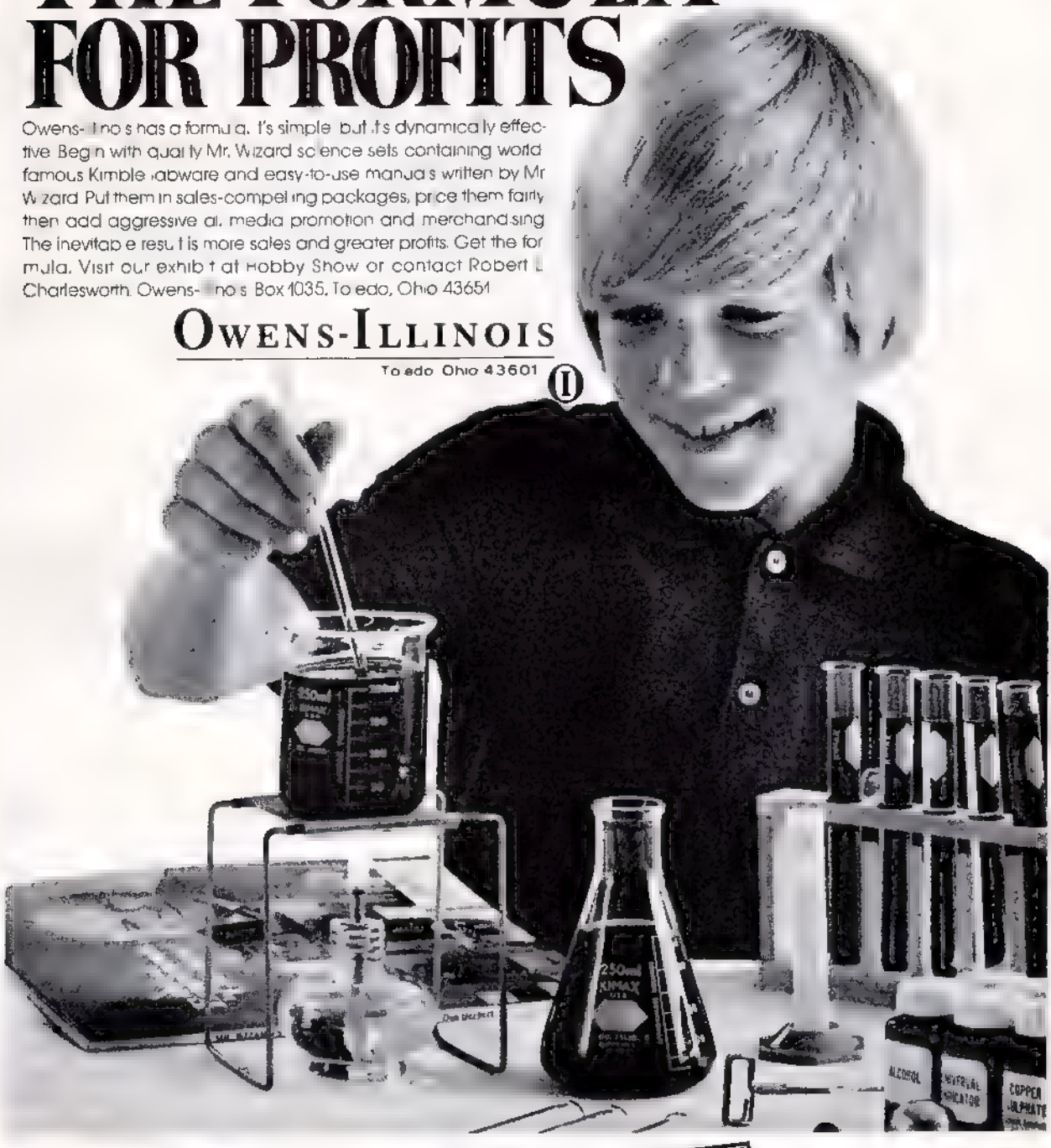
(Circle No. **24** on Reader Inquiry Card)

THE FORMULA FOR PROFITS

Owens-Illinois has a formula. It's simple but it's dynamically effective. Begin with quality Mr. Wizard science sets containing world famous Kimble glassware and easy-to-use manuals written by Mr. Wizard. Put them in sales-compelling packages, price them fairly, then add aggressive all-media promotion and merchandising. The inevitable result is more sales and greater profits. Get the formula. Visit our exhibit at Hobby Show or contact Robert L. Charlesworth, Owens-Illinois, Box 1035, Toledo, Ohio 43651.

OWENS-ILLINOIS

Toledo, Ohio 43601



TAKE A CLOSER LOOK!

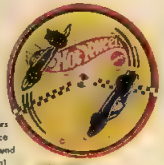
(Circle No. 35 on Reader Inquiry Card)

Official
HOT WHEELS®
racer watch

13.95

Great Hot Wheels® action watch for boys has a fantastic racing look and up-to-date wide vinyl strap. Little speedway fans love to see the two sporty cars race around the dial once a minute, and the checkered hour and minute hands look just like the black and white flags at the finish line. Colorful black/yellow/white/red dial has easy-to-read markers. Hot Wheels® inscription. Dependable Swiss movement. Rugged chrome-plated metal case

C54 J 1380 (11 oz.) 13.95



Cars race 'round dial

CALENDAR watch he'll love . . . date window changes automatically every 24 hours. Inch-wide leather strap has the rugged look boys like. Dependable Swiss movement. Luminous hands and hour dots. Sweep second hand. Smart metal case is chrome-plated, has stainless steel back

C54 J 1371 (11 oz.) . . . 13.95

BOLD-LOOK DAY-DATER . . . feature-packed watch he'll enjoy all year! Shows day, date in window—changes automatically. And boys go for its wide Black leather strap! Swiss movement Luminous dial. Chrome-plated case, stainless steel back

C54 J 1372—(11 oz.) 15.88

BOYS' NEW DIGITAL Easy-to-read, side-by-side minute and hour window-tell time instantly. Inch wide tapered strap of simulated leather Dependable Swiss movement Gold color metal case, brushed top, Black dial

C54 J 1373 (11 oz.)14.95

Boys 'n girls' watches with THEIR OWN NAMES

13.88

Make this a Christmas to remember. Handsome watches with dependable Swiss movements have the special boy's or girl's name printed right on the dials. Sweep second hand. Metal case, gold-color top. Shipped from New York factory; allow two weeks for delivery. State first name to be personalized (up to 8 letters)

BOY'S WATCH. Rugged, wide (1⅛ in.) Brown vinyl strap. (11 oz.)

F54 J 1398P 13.88

GIRL'S WATCH. Smart Red vinyl strap. (11 oz.)

F54 J 1399P 13.88

"BEATING HEART animated watch will fascinate her! Unique heart at 6 o'clock position, has small moving disc to simulate heartbeat. A great conversation piece. Fine Swiss movement. Silvered dial, Blue Red hour markers. Gold-color metal case, metal back. Red vinyl strap

C54 J 1381—(11 oz.) . 10.95

SPORT CALENDAR Swiss watch . . . water resistant (withstands water pressure of 50 lbs. per sq. in.). case, crown, crystal are intact) 60 minute elapsed timer Luminous hands and dials Chrome-plated case, steel back Waterproof vinyl strap

C54 J 1315 (12 oz.) 9.99

HER CALENDAR TIMEX petite styling plus dependability. Calendar window shows date; changes every 24 hours. Sweep second hand; white dial. Chrome-plated metal top; stainless steel back Black strap. (11 oz.)

C54 J 1586. . . . . .7.95

HIS CALENDAR TIMEX . . . a smart look matched with Timex dependability. Easy-to-read dial with calendar window to show date, sweep second hand. Metal case with chrome-plated top; stainless steel back. Black strap. (12 oz.)

C54 J 1587 . . .. 7.95

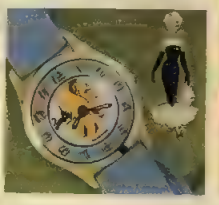
MARY POPPINS® watch. Dial features a colorful picture of Mary, pointing out the minutes and hours with her scarf. Swiss movement. Metal case with gold-color top. White vinyl strap.
C54 J 1366 (11 oz.) . . **13.95**

MOPPET DIGITAL watch . . . she'll fall in love with cute little Muppet pictured on dial! Side-by-side hour and minute windows make time-telling easy. Dependable Swiss movement. Gleaming metal case with gold-color top. Bright Red vinyl strap.
C54 J 1374—(11 oz.) **14.95**

RAGGEDY ANN® watch has picture of famous rag doll right on the dial. Her arms are the hands of the watch. Colorful dial; quality Swiss movement. Metal case with gold-color top. Red vinyl strap.
C54 J 1552—(11 oz.) **13.95**

CINDERELLA® watch . . . the perfect Christmas gift for your Junior Miss. Colorful picture of Cinderella centered on dial—her arms rotate to tell time. Dependable Swiss movement. Shining metal case with gold-color top. Striking White vinyl strap.
C54 J 1364—(11 oz.) **13.95**

MOD MICKEY MOUSE® watch. Clear plastic bubble shaped dome highlights the colorful dial. Mickey's arms move to mark the time. Quality Swiss movement. Clear plastic case and strap.
C54 J 1367 (2 oz.) **14.95**



BARBIE® watch with Barbie's color-graphed picture right on the dial. A great fashion accessory for your favorite Junior Miss. Dependable Swiss movement. Gleaming gold-color metal case. Attractive Blue-rimmed dial. Matching Blue vinyl strap.
C54 J 1595 (.1 oz.) **13.95**

HOCKEY-ACTION watch. Colorful hockey player ticks off the seconds with his stick and puck. Easy-to-read dial. Fine Swiss movement. Metal case with gleaming gold-color top. Red vinyl strap.
C54 J 1356—(11 oz.) . **13.95**

FOOTBALL-ACTION watch will thrill the little gridiron fan in your family. Watch quarterback "throw" a pass as the seconds go by. Easy-to-read illustrated dial. Swiss movement. Gleaming metal case with gold-color top. Black vinyl strap.
C54 J 1385—(10 oz.) **14.95**

Popular Mickey Mouse
11.95

Famous cartoon character centers the dial of this colorful Mickey Mouse® watch. Mickey's arms move around the easy-to read dial; he points out the time! Dependable Swiss movement; metal case—chrome-plated top. Smart Red strap. (.1 oz.)
C54 J 1361. . . . . . **11.95**

Minnie Mouse watch wardrobe
15.95

Bright wardrobe of three switch about straps, in Raspberry, White and Orange vinyl will make this Minnie Mouse® watch a favorite with any young Miss.
Minnie Mouse herself, centered on the White dial, points out the time. Dependable Swiss movement makes this a quality timepiece as well as a fun accessory. Metal case with shiny gold-color top. Shipping weight 11 oz.
C54 J 1365 . . . . . **15.95**

Three-in-one calendar watch
14.95

Date watch with 3 switch-about straps—one multi-Blue/Red woven look, one Blue, one Red vinyl. Date in window changes every 24 hours. Easy-to-read dial, sweep second hand. Swiss movement. Gold color metal case. (11 oz.)
C54 J 1557 . . **Set 14.95**

See page 235 for Spiegel Budget Power terms—No Money Down

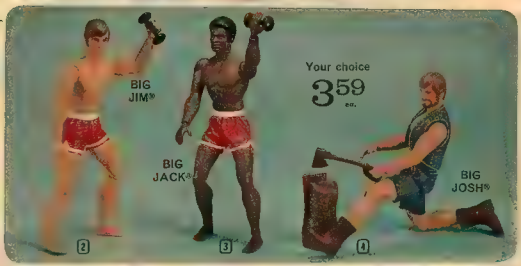
BIGJIM®

MATTEL

rugged 9½-in. figures with body action!

BIG JIM® TALKS!
5.59 ea.

1



2 3 4

Your choice of 3 sets of action outfits 4.49 set

5 6 7

8 9 10

Action men on-the-GO!

1-4 **Here they are to save the day**—Big Jim®, Big Jack® and Big Josh®! Rugged 9½-in. figures, they feature Big Jim® body action . . . arm swings when back is pressed, biceps flex and bulging muscle pops off muscle band. All joints bend and turn so they can ride a cycle, drive a car or man a Rescue Rig. Big Jim® with field radio can even talk!

(1) Big Jim® with Talking Field Radio that straps on and off. Broadcasts 8 messages when you pull broadcast ring. Plug-in earphones, bull horn, muscle band included.
48 T 24423—Ship. wt. 1 lb. **5.29**

(2) (3) Big Jim® and Big Jack® wear trunks. Keep in shape with dumbbell, baseball, karate board and muscle band (included).
(2) 48 T 24415—Big Jim®. Wt. 8 oz **3.59**
(3) 48 T 24420—Big Jack®. Wt. 8 oz **3.59**

(4) Big Josh® wears denim shorts and vest. Spotting log, ax and muscle band included.
48 T 24422—Ship. wt. 8 oz. **3.59**

Suit 'em up for 4.49 set

5-7 **Action outfits** for 9½-in. figures. Accessories incl. (dolls not incl.).

(5) Set of 4 outfits with accessories: basketball, skin diving, arctic explorer, baseball.
48 T 24663—Ship. wt 2 lbs. . . . . **set 4.49**

(6) Set of 4 outfits with accessories: football, race driver, karate and hunter.
48 T 24664 Ship. wt. 2 lbs. . . . . **set 4.49**

(7) Set of 4 outfits with accessories: boxer, commando, warm-up suit and soccer.
48 T 24665—Ship. wt. 2 lbs. . . . . **set 4.49**

Exclusive at Wards!

8 **Rescue Camp Set** features tough plastic camper jeep for Big Jim® to race to the rescue! Over 21 in. lg., 10½ in. wide, has flip-down windshield, flip-up hood. Tent, sleeping bag, table, stools, campfire, accessories also incl. (figures not incl.).
48 T 24668—Ship. wt. 2 lbs. 8 oz. . . . **set 8.99**

Fabulous Value at 10.88

9 **Big Jim® Rescue Rig,** ready for any mission! Relays 6 emergency calls from talking Communications Center! Boom with basket can lift Big Jack® (fig. not incl.) up to a mountain ledge, down into a crevasse or serve as a rescue stretcher. Side door becomes a ramp, rear door, an intensive care unit. Ladder, rescue light, drill, axe, pick, shovel, chain saw, pike, 2 antennas, stick-ons, instructions also incl. (1 "D" battery not incl., see pg. 308.)
48T24652M—23x12x9¼ in. Wt. 7 lbs. set **10.88**

10 **Scramble Cycle.** Battery-operated by remote control, cycle climbs and screams as Big Josh® speeds up and down Danger Mountain! 8¼ in. long, 6 in. high, has forward and reverse action. (Figure and 2 "C" batteries not incl.—buy batteries p. 308.)
48 T 24702—Ship. wt. 1 lb. 7 oz. **6.96**

Deluxe Farm Set 224 PIECES only 9.79

Words BIGGEST Farm Set. More pieces for more fun! This modern, bustling farm seems to spread over acres and acres of fertile land. Full color metal barn of sturdy steel is a giant 30x13¼x9¼ in. Farm-family helps with the chores. Lifelike details; silo, truck, shed, harvesters, a "real" bale of hay dangling from the loft, even a weather-vane to show your successful little farmer the way the wind blows. PLUS animals, chicken coop, crops, fencing, milk platform, tractor. Easy to set up.
48 T 24005 M—Ship. wt. 6 lbs. 2 oz. . . . . **set 9.79**

Prehistoric Animal Set OVER 100 PIECES only 4.99

WATCH OUT! Prehistoric animals are on the loose again unleashed from the past and just as ferocious as ever! This set of over 100 pieces (not all pictured) contains trees, Neanderthal men, molded cave units, a mountain unit, 2 natural bridge units and prehistoric animal figures. Tallest figure measures 3½ in. high.
48 T 24320—Ship. wt. 2 lbs. 12 oz. . . . . **set 4.99**

Deluxe Wild West Set only 11.99

Skillfully crafted . . . each detailed piece is made up of many separate color-molded parts

Recapture the excitement of a wild western frontier town! Play cowboys and Indians with authentic action models you can do something with . . . men you can move from mount to mount, guns you can pull from holsters, heads you can turn, accessories you can interchange! Made in Great Britain, deluxe figures are assembled from many different color-molded parts—their all-through non-toxic colors won't rub off. Doors on fold-out frontier town actually open and close for more play value.
48 T 24396—Ship. wt. 3 lbs. 2 oz. . . . **set 11.99**

Action men on-the-GO!

(1)-(4) **Here they are to save the day**—Big Jim®, Big Jack® and Big Josh®! Rugged 9½-in. figures, they feature Big Jim® body action . . . arm swings when back is pressed, biceps flex and bulging muscle pops off muscle band. All joints bend and turn so they can ride a cycle, drive a car or man a Rescue Rig. Big Jim® with field radio can even talk!

(1) **Big Jim® with Talking Field Radio** that straps on and off. Broadcasts 8 messages when you pull broadcast ring. Plug-in earphones, bull horn, muscle band included.
48 T 24423—Ship. wt. 1 lb. 3.59

(2) (3) **Big Jim® and Big Jack®** wear trunks. Keep in shape with dumbbell, baseball, karate board and muscle band (included).
(2) **48 T 24415**—**Big Jim®**. Wt. 8 oz. 3.59
(3) **48 T 24420**—**Big Jack®**. Wt. 8 oz. . . 3.59

(4) **Big Josh®** wears denim shorts and vest. Splitting log, ax and muscle band included.
48 T 24422—Ship. wt. 8 oz. 3.59

Suit 'em up for 4.49 set

(5)-(7) **Action outfits** for 9½-in. figures. Accessories incl. (dolls not incl.).
(5) **Set of 4** outfits with accessories. basketball, skin diving, arctic explorer, baseball
48 T 24663—Ship. wt. 2 lbs. . . . set 4.49

(6) **Set of 4** outfits with accessories: football, race driver, karate and hunter.
48 T 24664—Ship wt. 2 lbs. . . . . set 4.49

(7) **Set of 4** outfits with accessories: boxer, commando, warm-up suit and soccer.
48 T 24665—Ship. wt. 2 lbs. . . . . set 4.49

Exclusive at Wards!

(8) **Rescue Camp Set** features tough plastic camper/jeep for Big Jim® to race to the rescue! Over 21 in. lg., 10¾ in. wide, has flip-down windshield, flip-up hood. Tent, sleeping bag, table, stools, campfire, accessories also incl. (figures not incl.).
48 T 24668—Ship. wt. 2 lbs. 8 oz. . . . . set 8.99

Fabulous Value at 10.88

(9) **Big Jim® Rescue Rig**, ready for any mission! Rekaya 6 emergency calls from talking Communications Center! Boom with basket can lift Big Jack® (fig. not incl.) up to a mountain ledge, down into a crevasse or serve as a rescue stretcher. Side door becomes a ramp, rear door, an intensive care unit. Ladder, rescue light, drill, axe, pick, shovel, chain saw, pike, 2 antennas, stick-ons, instructions also incl. (1 "D" battery not incl., see pg. 308.)
48T24662M—23x12x9¼ in. Wt. 7 lbs. set 10.88

(10) **Scramble Cycle**. Battery-operated by remote control, cycle climbs and screams as Big Josh® speeds up and down Danger Mountain! 8¼ in. long, 6 in. high, has forward and reverse action. (Figure and 2 "C" batteries not incl.—buy batteries p. 308.)
48 T 24708—Ship. wt. 1 lb 7 oz. 6.66

Deluxe Farm Set 224 PIECES only 9.79

Ward's BIGGEST Farm Set. More pieces for more fun! This modern, bustling farm seems to spread over acres and acres of fertile land. Full color metal barn of sturdy steel is a giant 30x19¼x9¼ in. Farm-family helps with the chores. Lifelike details; silo, truck, shed, harvesters, a "real" bale of hay dangling from the loft, even a weather-vane to show your successful little farmer the way the wind blows. PLUS animals, chicken coop, crops, fencing, milk platform, tractor. Easy to set up.
48 T 24603 M Ship. wt. 6 lbs. 2 oz. . . . . set 9.79

Prehistoric Animal Set OVER 100 PIECES only 4.99

WATCH OUT! Prehistoric animals are on the loose again unleashed from the past and just as ferocious as ever! This set of over 100 pieces (not all pictured) contains trees, Neanderthal men, molded cave units, a mountain unit, 2 natural bridge units and prehistoric animal figures. Tallest figure measures 3½ in. high
48 T 24320—Ship. wt. 2 lbs. 12 oz. . . . . set 4.99

Deluxe Wild West Set only 11.99

Skillfully crafted . . . each detailed piece is made up of many separate color-molded parts

Recapture the excitement of a wild western frontier town! Play cowboys and Indians with authentic action models you can do something with . . . men you can move from mount to mount, guns you can pull from holsters, heads you can turn, accessories you can interchange! Made in Great Britain, deluxe figures are assembled from many different color-molded parts—their all-through non-toxic colors won't rub off. Doors on fold-out frontier town actually open and close for more play value.
48 T 24396—Ship. wt. 3 lbs. 2 oz. . . . . set 11.99

BIG JIM®

MARX

rugged 9½-in. figures with body action!

BIG JIM® TALKS!
5.59 ea.

1

2 3 4

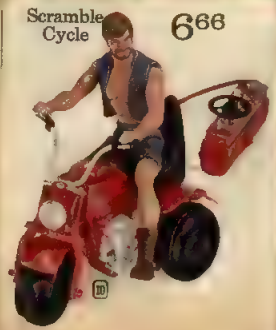
Your choice of 3 sets of action outfits 4.49 set

5 6 7

8

Rescue Camp at Danger Mountain
EXCLUSIVE AT WARDS
8.99 set

Scramble Cycle
6.66



10

Save 1.50

When you buy the 14-piece set!

14-pcs. **1047** Separately 11.97

A

B

C

1

DETOUR ROAD CLOSED

GIANT Crane

2 **13.67**

Operates by remote control

3

3-pc. set **9.99**

Jumbo street roller

6.19

4

Tonka loader

9.99

5

THE BIG HAULERS

14-pc. Structo Construction set

10.47

1 This set makes road building a cinch! Bucket conveyor adjusts seven ways; lifts hopper with sand, dirt or gravel. 13 in. high hopper has real looking girder type legs and lever to control material flow. Dump truck has lever action dumping and ribbed dump box. Steering wheel in cab, dual rear wheels and plated grille. Road grader features full operation; scraper blade raises, lowers, turns and tilts with the touch of the lever. Steering rod controls the oversized front tires. Includes a 10-piece road sign and marker group. Buy all 14 pieces, save 1.50. 11.97 when bought separately.

48 T 23423—Ship. wt. 8 lbs. 8 oz. ..... set **10.47**

(A) Sandhopper and Loader only. Overall size: 17½ in. long, 13 inches high.

48 T 23422—Ship. wt. 3 lbs. **4.65**

(B) Dump truck only. 13⅝x5⅞x5½ in. high.

48 T 23421. Ship. wt. 3 lbs. 8 oz. **3.66**

(C) Road Grader only. Abt. 11¾x5x5⅝ in. high.

48 T 23417 Ship. wt. 2 lbs. 3 oz. **3.66**

GIANT crane

13.67

2 **Giant crane.** Massive West German construction crane puts your child in command! Huge 27x19½-in. boom lifts, lowers or swivels 360° —all by remote control. Adjustable stabilizers extend from the 8½ in. wide plastic base to keep loads from tipping. Screw jacks adjust to uneven terrain. Weighted hook raises and lowers; bucket attaches for loose loads. Observation platform is the right size for miniature supervisors. Requires 2 "D" batteries, not included, sold on page 308. 42 in. remote control cord. Measures about 27x19½x8¼ in.

48 T 23126 M—Ship. wt. 4 lbs. 5 oz. **13.67**

3-pc. Nylint Construction set

3 Lots of play value with this 3-pc. set. Dump truck features big hauling capacity with handlift dumping action. Cab has complete interior detailing and chromed bumper panel, and heavy duty tires. Low boy platform trailer has notched wheel positions so that trencher can be hauled without slipping off. Trencher has rear operating handle to lower front. Operating crank turns so that mini-buckets dig and spread sand to the side automatically. Front of trencher raises for moving from "job to job." All pieces of rugged steel construction with non-toxic finish and safety play edges. Approximate sizes of truck and trailer: 25½x7x9 inches high. Trencher: 13x7x5½ inches high.

48 T 23430—Ship. wt. 5 lbs. 4 oz. ..... set **9.99**

Jumbo Street Roller

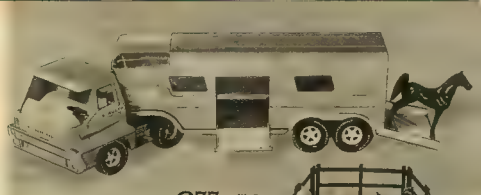
4 **Nylint street roller** of heavy gauge steel really smooths the rough roads! Swivel joint makes it easy to steer and handle. Detailed interior enclosed cab complete with steering wheel, air filter, stack, rear grille and big deep tread tires. Non-toxic finish and safety play edges. Measures about 16½x7x7¼ in. high.

48 T 23425—Ship. wt. 4 lbs. **6.19**

Tonka Loader

5 **The mighty Tonka loader** won't stop construction even when stones, rocks or chunks of dirt are being loaded! 8-in. wide bucket is lever operated. Bucket scoops, raises and tips. Oversize tires and swivel cab for easy going, even on rough terrain. Heavy gauge steel construction. Enamel finish. 20x8x8 in.

48 T 23463—Ship. wt. 8 lbs. **9.99**



Deluxe horse van set 6.77 with 3 horses

Big horse trailer on tandem wheels with skylight vista dome to transport 3 horses. Big side windows. Horses go in and out of transport on 2 ramps—one in back and one on the side. Turbine cab has wrap-around windshield, steering wheel and seat. Heavy gauge metal with gold enamel finish. About 21½ in. long. 5 section fence.

48 T 23442—Ship. wt. 5 lbs. **6.77**

Friction cab with Trailer auto transport and 6 cars

4.44

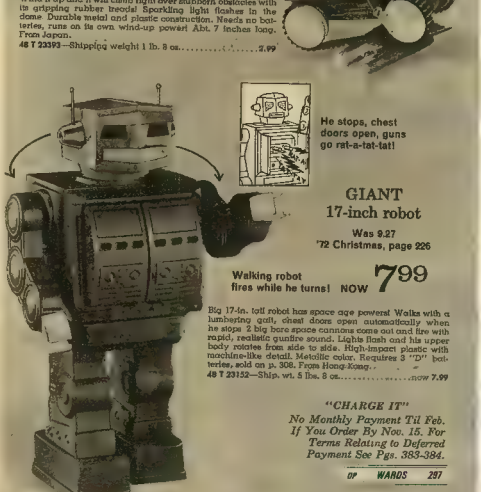
Sturdy metal construction. Authentic details on cab's interior and exterior includes wrap-around windshield, steering wheel, seat. 2 metal ramps for loading and unloading upper and lower sections. Six 3½-in. plastic cars. Abt. 17 in. long. Bright enamel finish. From Japan.

48 T 23289—Ship. wt. 2 lbs. 4 oz. **4.44**

Sparkling mechanical tractor 2.99

Wind it up and it will climb right over stubborn obstacles with its gripping rubber treads! Sparkling light flasher in the dome. Durable metal and plastic construction. Needs no batteries, runs on its own wind-up power! Abt. 7 inches long. From Japan.

48 T 23393—Shipping weight 1 lb. 8 oz. **2.99**



He stops, chest doors open, guns go rat-a-tat-tat!

GIANT 17-inch robot

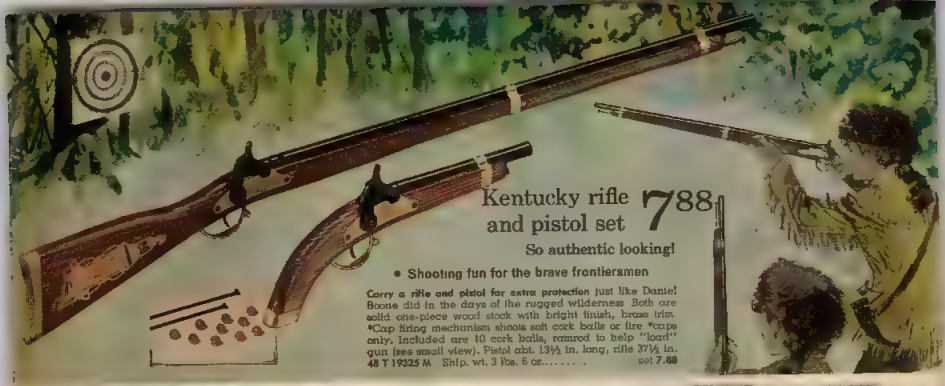
Was 9.27
'72 Christmas, page 226

Walking robot fires while he turns! NOW **7.99**

Big 17-in. tall robot has space age powers! Walks with a lumbering gait, chest doors open automatically when he stops. 2 big bore space cannons come out and fire with rapid, realistic gunfire sound. Lights flash and his upper body rotates from side to side. High-impact plastic with machine-like detail. Metallic color. Requires 3 "D" batteries, sold on p. 308. From Hong Kong.

48 T 23152—Ship. wt. 5 lbs. 8 oz. ..... now **7.99**

"CHARGE IT"
No Monthly Payment 'Til Feb.
If You Order By Nov. 15. For Terms Relating to Deferred Payment See Pgs. 383-384.



Kentucky rifle and pistol set 7.88

So authentic looking!

- **Shooting fun for the brave frontiersmen**

Carry a rifle and pistol for extra protection just like Daniel Boone did in the days of the rugged wilderness. Both are solid one-piece wood stock with bright finish, brass trim. *Cap firing mechanism shoots soft cork balls or fire *caps only. Included are 10 cork balls, ramrod to help "load" gun (see small view). Pistol abt. 13½ in. long; rifle 37½ in.
48 T 19325 M Ship. wt. 3 lbs. 6 oz..... set **7.88**

Lone Rider rifle and holster set 4.99

Lone Rider of the West always ready with his 2 plated repeater *cap pistols in black and white double holsters. His lever-action rifle blazes in the desert sun. The killer's key shows he's a rootin', tootin' lawman, but he keeps his identity a secret behind the mask and kerchief. Key on metal loop, kerchief with loop.
48 T 19432 M Ship wt. 2 lbs. 8 oz.. . . set **4.99**

Lawman rifle holster set 7.99

There's a new sheriff keeping law and order in town! He carries two silver color 250 shot repeater cap* pistols with Old West white stag grips that fit into authentic "tooled" look plastic holsters. 50-shot repeater *cap plastic rifle with lever action measures 26 inches. Set includes: kerchief, loop slide, western hat, 2 keys on ring.
48 T 19433 M—Shipping weight 4 lbs. 4 oz..... **7.99**

Denim Kid Play Outfit 11.99

Here comes the Denim Kid! Fun-packed set for the denim crowd; includes a multi-action 250 shot *cap repeater Centennial rifle, two Texan Jr. 50 shot *cap pistols with two-toned steerhead grips. Complete with denim print durahyde double holsters and matching western rider vest with tooled-leather trim, single saddlebag, belt with buckle, bright neckerchief with ring and cowboy hat.
48 T 19425 M—Shipping weight 3 lbs. 10 oz..... set **11.99**

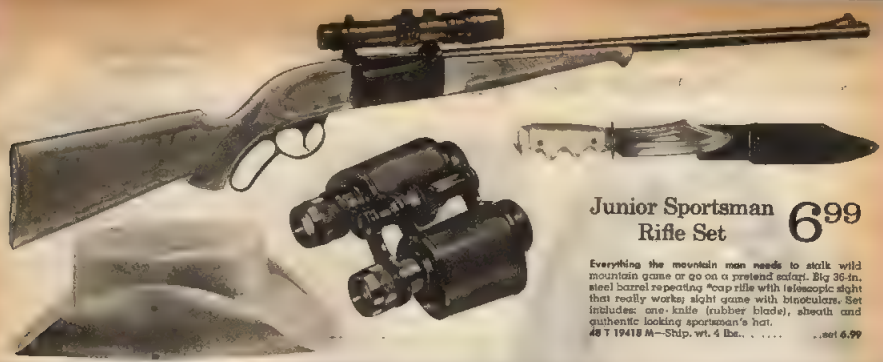
*In accordance with State Laws, residents of Massachusetts, New York City, and minors under 16 in Ohio, may order only guns that do not shoot caps. No caps included with gun sets.

Trails West rifle and holster set 9.99

"Westward Ho!" The good guys wear white with black and gold accents! Set includes: 250 shot Western Scout *cap carbines and two brightly plated 50 shot repeater *cap pistols with Old West steerhead grips. Wide belt features handsome trophy buckle, double holster, decorated vest, bright red neckerchief with loop. Rifle measures abt. 32 in.
48 T 19409 M Shipping weight 5 lbs..... set **9.99**

SAVE THIS CATALOG!

All toys are available until Aug. 31, 1974



Junior Sportsman Rifle Set 6.99

Everything the mountain man needs to stalk wild mountain game or go on a pretend safari. Big 36-in. steel barrel repeating *cap rifle with telescopic sight that really works; sight came with binoculars. Set includes: one knife (rubber blade), sheath and authentic looking sportsman's hat.
48 T 19418 M—Ship. wt. 4 lbs. . . . . **set 6.99**

Company Commander 6-pc. set 5.99

Take command with your 19¼-in. plastic machine gun that makes a real "rat-a-tat" sound. Officer's plastic pistol makes a "click" noise. Full soldier's regalia for let's pretend leaders. Set includes: plastic helmet, holster, belt, knapsack, canteen, pistol and machine gun.
48 T 19606 M—Shipping weight 3 lbs. . . . . **set 5.99**

Ⓐ **Ricochet rifle 6.99**

Ⓑ **Smoke rifle 4.66**

Ⓒ **Big Bronco Western rifle 3.49**

Toy Rifles

Ⓐ **Daisy ricochet smoke rifle** with simulated scope. 30-in. rifle sings out with ricochet sound and safe bang. Smoke curls from barrel. Uses no caps or batteries—just cock the lever and pull the trigger. Carbine styling in steel and plastic.
48 T 19306 M—Shipping weight 2 lbs. 12 oz. **6.99**

Ⓑ **Daisy smoke rifle.** Cock the lever and fire a loud bang! Spouts puffs of smoke. Feel the rifle recoil action. Uses no batteries or caps. Carbine styling. Plastic wood grained stock with metal barrel and frame. Measures about 30 inches long.
48 T 19301 M—Shipping weight 2 lbs. 2 oz. **4.66**

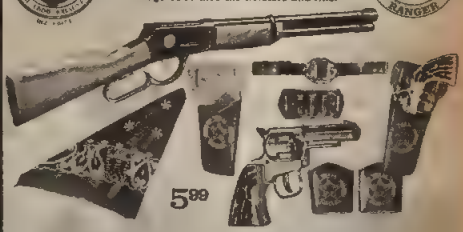
Ⓒ **Big Bronco Western rifle.** This is the rifle that won the west! Authentic styling with "wood carved" look on hand grip and stock. 250 shot *cap with rapid firing lever action. Abt. 32½ in. long.
48 T 19338 M—Shipping weight 1 lb. 12 oz. **3.49**

***In accordance with State Laws, residents of Massachusetts, New York City, and minors under 16 years in Ohio, may order only guns that do not shoot caps. No caps are included with gun pets.**

Daisy Texas Ranger Set

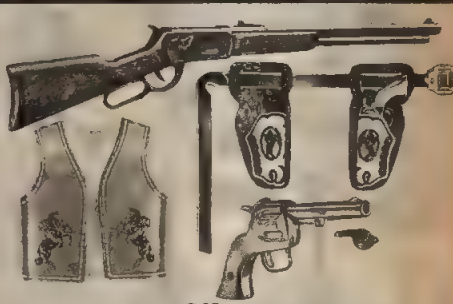
1823—THE TEXAS RANGERS—1973

Officially sanctioned by the Texas Ranger Commemorative Commission to celebrate the 150th Anniversary of the Rangers. The famed Ranger star badge decorates the holsters and rifle.



5.99

Texas Rangers get their man! Set includes: 21-in. steel barreled Western carbine with high-lapoot plastic woodgrain stock and clicker trigger action. Real leather double holster with Texas Ranger badge design, 2 metal *cap pistols with stag grips, pair of cuffs, 3-bullet keeper, brightred cotton Western bandana with slide, simulated leather belt with metal buckle.
48 T 19413 M—Shipping weight 2 lbs. 3 oz. . . . . **set 5.99**



Li'l Pony Boy set 3.99

Ride 'em cowboy! Here's the set for the little cowboy, scaled to junior size. Set includes: red and white double holster with two single "shot" pistols, clicker rifle with "wood carved" stock, cowboy vest to complete the look and whistle for rounding up the "herd"!
48 T 19422 M—Ship. wt. 1 lb. 10 oz. **set 3.99**

"CHARGE IT"

No Monthly Payment Til Feb. If You Order By Nov. 15. For Terms Relating to Deferred Payment See Pgs. 383-384.

gaf VIEW-MASTER gift paks all-round great fun

Standard Gift Pak 4.85

Deluxe Gift Pak 6.74

2 Standard Viewer 1.57

1 Deluxe Lighted Viewer 3.44

See famous cartoon characters on your new View-Master

1 Deluxe gifts paks bring a colorful fantasy world right under your tree! Deluxe viewer has its own light so that you can use it anywhere to watch 3D "magic." 7 reels (49 full-color scenes in all) and viewer in handy storage container. Uses 2 "C" cell batteries (not incl.).

Disney favorites Gift Pak—Mickey Mouse, Bambi, Love Bug, Mary Poppins, Disneyland.
67 T 3826—Ship. wt. 1 lb. 4 oz. . . . . set 6.74

It's Fun Charlie Brown Gift Pak—Peanuts gang.
67 T 3827—Ship. wt. 1 lb. 4 oz. . . . . set 6.74

New Cartoon Favorites Gift Pak!
67 T 3828—Ship. wt. 1 lb. 4 oz. . . . . set 6.74

Deluxe viewer only. 1 demonstration reel incl.
67 T 3807—Ship. wt. 13 oz. 3.44

2 Standard View-Master Gift Paks—are a great introduction to the colorful world of View-Master fun! Hold the standard viewer to the light to see 49 different 3-Dimensional scenes (7 reels). Gift-packed in handy storage container. Buy extra reels from the assortment listed on opposite page.

Disney Favorites Gift Pak.
67 T 3823—Ship. wt. 1 lb. . . . . set 4.85

It's Fun Charlie Brown Gift Pak.
67 T 3824—Ship. wt. 1 lb. . . . . set 4.85

New Cartoon Favorites Gift Pak.
67 T 3825—Ship. wt. 1 lb. 4 oz. . . . . set 4.85

Standard viewer only. 1 reel included.
67 T 3822 Ship. wt. 7 oz. 1.57

Disney Theatre in the Round only 13.97

Gather the gang together for a View-Master party and visit with your friends from the Magic Kingdom! See Mickey Mouse, Donald Duck, Winnie the Pooh and other Disney favorites as well as scenes from Disneyland and Disney World. Outfit includes 10 full-color reels (70 scenes in all), a 30-watt projector for viewing in 2 dimensions, and a red, white and blue standard viewer that displays scenes in 3D for individual enjoyment. Gift-packed in storage tub. Projector UL listed.
67 T 3819—Wt. 3 lbs. 12 oz. . .13.97

Round the World Theatre—as above, with 10 scene reels.
67 T 3830—Wt. 3 lbs. 12 oz. . . .13.97

336 WARDS ALL

Talking VIEW-MASTER

13.97

Gift Pak II

Add an extra dimension to your viewing fun with a Talking View-Master! Hear exciting stories while you watch your favorite cartoon and fairy-tale friends or explore the worlds of science and travel. Easy to use—slip in 3-D color reel, press button and hear an explanation of each life-like scene. Includes viewer, 6 talking reels, and handy storage tub. Uses 2 "C" cell batteries (not incl.).
67 T 3833—Ship. wt. 2 lbs. 13 oz. . . . set 13.97

Talking View-Master only. One demonstration reel included. Choose more reels from opposite page.
67 T 3834—Ship. wt. 2 lbs. 11.95

16.66

Electronic Lighted Talking View-Master

View-Master's most dramatic combination of viewing fun is yours with this exciting electronic lighted viewer! Talking View-Master has a built-in light source that illuminates the full-color stereo reels anywhere you go. Insert a reel and with a flick of the lever you get extraordinary 3-dimensional beauty. Sound disc narrates the story as you proceed from scene to scene. Order your favorites from the collection of reels listed on opposite page. Sound button adjusts to desired volume. Sound operates on an electronic amplifier for improved fidelity. Viewer made of high-impact plastic. Uses 2 "C" cell batteries (not incl.).
67 T 3818—Ship. wt. 2 lbs. 15 oz. 16.66

VIEW-MASTER Theatre Outfits

Save $8-$10

now just

1 **25.91** 2

Super deluxe outfit

Save $10 on Wards Super Deluxe View-Master theatre outfit. Provides countless hours of viewing fun for the entire family! Let familiar cartoon characters entertain you with their funny antics or explore new and exciting travel trails. The 3D-watt projector and 22x22-in. lenticular table screen combine to show the wide assortment of 28 full-color reels. A thrilling 2-dimensional show! Or you can see the same reels through the individual stereo viewer in enchanting life-like 3D. Also with this outfit, you get a handy carrying case which holds View-Master accessories. When bought separately, total cost for all five items is 35.91. A fantastic gift idea for real family fun!

67 T 3814—Ship. wt. 6 lbs. 4 oz. ..... outfit 25.91

1 **Carrying case** for View-Master accessories keeps projector, reels organized, dust free.

67 T 3827—Ship. wt. 1 lb. 7 oz. 4.99

2 **Table screen.** Projected reels show up beautifully on this 22x22-in. lenticular screen.

67 T 1006—Ship. wt. 2 lbs. 2.99

now only

19.93

3

Deluxe outfit

Save $8 on Wards Deluxe View-Master theatre outfit. 30-watt projector lets the whole family share in viewing fun. See the wonders of Prehistoric life, favorite Disneyland characters, Snoopy and his friends, and many others in an exciting and colorful two dimensional show. Outfit also includes 28 full-color reels that can be used in the projector, or, for individual enjoyment, in the deluxe viewer (also incl.). Deluxe viewer brings your favorite cartoon characters to life in breathtaking 3D. If purchased separately, total cost for the 3 items would be 27.93.

67 T 3816—Ship. wt. 7 lbs. 8 oz. 19.93

3 **30-watt projector** lets you share your viewing pleasure. Shows View-Master reels in 2 dimensions. UL listed. 110-120 volts. AC or DC household current.

67 T 3815—Ship. wt. 2 lbs. 11 oz. 10.49

Replacement lamp for projector.

67 T 3171—Ship. wt. 2 oz. 2.65

ORDER REELS HERE!

Talking View-Master reels 2.95 each

Watch, listen and learn while the Talking View-Master takes you on an enchanting, colorful tour. Three 7-scene full-color reels are contained in each packet. For special talking viewers only.

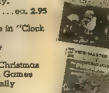
W67 T 3803 P—*Postpaid. State catalog and title number.* ..... ea. 2.95

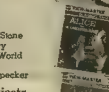
Children's favorites

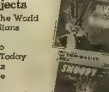
02-411 A B C's
02-393 Adam-12
02-309 Aesop's Fables
02-360 Alice in Wonderland
02-365 Aristocats
02-400 Bambi
02-500 Barbie's Around the World Trip
02-538 Beep, Beep Road Runner
02-568 Brady Bunch
02-521 Bugs Bunny
02-549 Bugs Bunny in "Big Top Bunny"
02-545 Casper's Ghostland
02-548 Charlie Brown's Summer Fun
02-318 Cinderella
02-564 Curiosity Shop
02-532 101 Dalmatians
02-539 Dennis the Menace
02-525 Donald Duck
02-514 Flintstones
02-485 Flipper
02-317 Goldilocks
02-589 Gunsmoke
02-552 Hair Bear Bunch
02-530 Hawaii Five-O
02-513 Huckleberry Hound
02-314 Jack and the Beanstalk
02-363 Jungle Book
02-493 Lassie Lassie Homeward
02-310 Little Red Riding Hood
02-526 Mickey Mouse
02-551 Mickey Mouse in "Clock Cleaners"
02-526 Mighty Mouse
02-410 Mother Goose Rhymes
02-382 Night Before Christmas
02-592 Partridge Family in "Male Chauvinist"
02-569 Partridge Family in "Money Managers"
02-536 Pecmuis
02-520 Pebbles/Bamm-Bamm
02-372 Peter Pan
02-315 Pinocchio
02-516 Popeye
02-496 Raggedy Ann and Andy
02-570 Rudolph the Red Nosed Reindeer
02-553 Scooby-Doo
02-308 Sleeping Beauty
02-405 Smokey the Bear
02-544 Snoopy
02-300 Snow White
02-584 Superman
02-316 Sword in the Stone
02-311 Tom And Jerry
02-955 Walt Disney World
02-361 Wizard of Oz
02-506 Woody Woodpecker

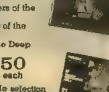
Special subjects

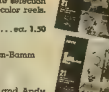
02-773 Airplanes of the World
02-725 American Indians
02-687 Astronomy
02-617 Children's Zoo
02-294 Inside China Today
01-094 National Parks
02-676 Prehistoric Life
02-966 Scenic U.S.A.
02-901 Seven Wonders of the World
02-516 Wild Animals of the World
02-612 Wonders of the Deep

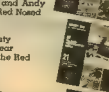


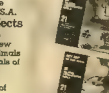












Standard View-Master reels 1.50 each

Explore the worlds of fantasy and reality through our wide selection of View-Master reels. Packets contain three 7-scene full-color reels. Most also include a 16-page story booklet.

W67 T 3812 P—*Postpaid. State catalog no. and title no.* ..... ea. 1.50

Children's favorites

02-393 Adam-12
02-360 Alice in Wonderland
02-365 Aristocats
02-400 Bambi
02-402 Batman
02-368 Bedknobs and Broomsticks
02-538 Beep, Beep, Road Runner
02-487 Bonanza Hoss for Jamie
02-568 Brady Bunch
02-521 Bugs Bunny
02-549 Bugs Bunny in "Big Top Bunny"
02-545 Casper's Ghostland
02-533 Casper the Friendly Ghost
02-548 Charlie Brown's Summer Fun
02-318 Cinderella
02-564 Curiosity Shop
02-532 101 Dalmatians
02-539 Dennis the Menace
02-525 Donald Duck
02-514 Flintstones
02-485 Flipper
02-317 Goldilocks
02-589 Gunsmoke
02-552 Hair Bear Bunch
02-530 Hawaii Five-O
02-513 Huckleberry Hound
02-314 Jack and the Beanstalk
02-363 Jungle Book
02-493 Lassie Lassie Homeward
02-310 Little Red Riding Hood
02-526 Mickey Mouse
02-551 Mickey Mouse in "Clock Cleaners"
02-526 Mighty Mouse
02-410 Mother Goose Rhymes
02-382 Night Before Christmas
02-592 Partridge Family in "Male Chauvinist"
02-569 Partridge Family in "Money Managers"
02-536 Pecmuis
02-520 Pebbles/Bamm-Bamm
02-372 Peter Pan
02-315 Pinocchio
02-516 Popeye
02-496 Raggedy Ann and Andy
02-570 Rudolph the Red Nosed Reindeer
02-553 Scooby-Doo
02-308 Sleeping Beauty
02-405 Smokey the Bear
02-544 Snoopy and The Red Baron
02-300 Snow White
02-584 Superman
02-311 Tom and Jerry
02-362 Winnie the Pooh
02-361 Wizard of Oz
02-506 Woody Woodpecker

Disney favorites

01-949 Adventureland
02-517 Disney on Parade
01-948 Fantasyland
01-951 Frontierland
01-950 Liberty Square
01-947 Main Street U.S.A.

Special subjects

02-617 Children's Zoo
02-566 New Zoo Review
02-616 Prehistoric Animals
02-615 Strange Animals of the World
02-617 U.F.O.
02-614 Wild Animals of the World

Learning is fun

02-411 ABC Circus
02-309 Aesop's Fables
02-412 1-2-3 Farm

gaf

VIEW-MASTER gift paks all-round great fun

Standard Gift Pak 4.85

Deluxe Gift Pak 6.74

[2] Standard Viewer 1.57

[1] Deluxe Lighted Viewer 3.44

See famous cartoon characters on your new View-Master

[1] **Deluxe gifts paks** bring a colorful fantasy world right in front of you. Deluxe viewer has a new light so that you can use it anywhere to watch 3D scenes. 7 reels, 21 in all, scenes in full and viewer in handy storage canister. Uses 2 "C" cell batteries (not incl.).

Disney Favorites Gift Pak—Mickey Mouse, Bambi, Lone Ranger, Mary Poppins, Disneyland
67 T 3826—Ship. wt. 4 lbs. 4 oz. . . . set 6.74

It's Fun Charlie Brown Gift Pak—Peanuts gang.
67 T 3827—Ship. wt. 1 lb. 4 oz. . . . set 6.74

New Cartoon Favorites Gift Pak!
67 T 3828—Ship. wt. 1 lb. 4 oz. . . . set 6.74

Deluxe viewer only. 1 demonstration reel, incl.
67 T 3807 Ship. wt. 13 oz. 3.44

[2] **Standard View Master Gift Paks** are a perfect introduction to the magical world of View Master fun. Get the standard viewer in the light brown 49 different 3-dimensional scenes (7 reels). Gift packed in handy storage canister. Buy extra reels from the assortment listed on opposite page.

Disney Favorites Gift Pak
67 T 3823—Ship. wt. 1 lb. . . . set 4.85

It's Fun Charlie Brown Gift Pak.
67 T 3824—Ship. wt. 1 lb. . . . set 4.85

New Cartoon Favorites Gift Pak.
67 T 3825 Ship. wt. 1 lb. 4 oz. . . . set 4.85

Standard viewer only. 1 reel included
67 T 3822—Ship. wt. 7 oz. . . . 1.57

Disney Theatre in the Round only 13.97

Gather the gang together for a View-Master party and view with your friends from the Magic Kingdom! See Mickey Mouse, Donald Duck, Winnie the Pooh or other Disney favorites as well as scenes from Disneyland and Disney World. Outfit includes, 10 full-color reels (70 scenes in all), a 3D-world projector for viewing in 3 dimensions, and a red, white and blue standard viewer that displays scenes in 3D for individual enjoyment. Gift packed in storage box. Projector illustrated.
67 T 3819 Wt. 3 lbs. 12 oz. 13.97

Round the World Theatre—as above, with 21 scenic reels.
67 T 3830—Wt. 3 lbs. 12 oz. 13.97

336 WARDS ALL

Talking VIEW-MASTER

13.97

Gift Pak II

Add an extra dimension to your viewing fun with a Talking View-Master! Hear exciting stories while you watch your favorite cartoon and fairy-tale from life or explore the worlds of science and travel. Easy to use—slip in 3-D color reel, press button and hear an explanation of each life like scene. Includes viewer 6 talking reels, and handy storage tub. Uses 2 "C" cell batteries (not incl.).
67 T 3833 Ship. wt. 2 lbs. 13 oz. . . . set 13.97

Talking View Master only. One demonstration reel included. Choose more reels from opposite page.
67 T 3834 Ship. wt. 2 lbs. 11.95

16.66

Electronic Lighted Talking View-Master

View-Master's most dramatic combination of viewing fun is yours with this exciting electronic lighted viewer! Talking View-Master has a built-in light source that illuminates the full color stereo reels anywhere you go. Insert a reel and with a flick of the lever you get extraordinary 3 dimensional beauty. Sound disc narrates the story as you proceed from scene to scene. Order your favorites from the collection of reels listed on opposite page. Sound button adjusts to desired volume. Sound operates on an electronic amplifier for improved fidelity. Viewer made of high impact plastic. Uses 2 "C" cell batteries (not incl.).
67 T 3818—Ship. wt. 2 lbs. 15 oz. 16.66

VIEW-MASTER Theatre Outfits

Save $8-$10

now just **25.91** [2]

[1]

Super deluxe outfit

Save $10 on Wards Super Deluxe View-Master theatre outfit. Provides countless hours of viewing fun for the entire family! Let familiar cartoon characters entertain you with their funny antics or explore new and exciting travel trails. The 30-watt projector and 22x22-in. lenticular table screen combine to show the wide assortment of 28 full-color reels. A thrilling 2-dimensional show! Or you can see the same reels through the individual stereo viewer in enchanting life-like 3D. Also with this outfit, you get a handy carrying case which holds View-Master accessories. When bought separately, total cost for all five items is 35.51. A fantastic gift idea for real family fun!

67 T 3814—Ship. wt. 6 lbs. 4 oz. ..... outfit 25.91

[1] **Carrying case** for View-Master accessories keeps projector, reels organized, dust free.

67 T 3877—Ship. wt. 1 lb. 7 oz. 4.99

[2] **Table screen.** Projected reels show up beautifully on this 22x22-in. lenticular screen.

67 T 1606—Ship. wt. 2 lbs. 2.99

now only **19.93** [3]

Deluxe outfit

Save $8 on Wards Deluxe View-Master theatre outfit. 30-watt projector lets the whole family share in viewing fun. See the wonders of Prehistoric life, favorite Disneyland characters, Snoopy and his friends, and many others in an exciting and colorful two dimensional show. Outfit also includes 28 full-color reels that can be used in the projector, or, for individual enjoyment, in the deluxe viewer (also incl.). Deluxe viewer brings your favorite cartoon characters to life in breathtaking 3D. If purchased separately, total cost for the 3 items would be 27.93.

67 T 3816—Ship. wt. 7 lbs. 8 oz. 19.93

[3] **30-watt projector** lets you share your viewing pleasure. Shows View-Master reels in 2 dimensions. UL listed. 110-120 volts. AC or DC household current.

67 T 3815—Ship. wt. 2 lbs. 11 oz. 10.49

Replacement lamp for projector.

67 T 3171—Ship. wt. 2 oz. 2.65

ORDER REELS HERE!

Talking View-Master reels 2.95 each

Watch, listen and learn while the Talking View-Master takes you on an enchanting, colorful tour. Three 7-scene full-color reels are contained in each packet. For special talking viewers only.

W67 T 3805 P—*Postpaid. State catalog and title number.* ..... ea. 2.95

Children's favorites

02-411 A B C's
02-593 Adam-12
02-309 Aesop's Fables
02-360 Alice in Wonderland
02-365 Aristocats
02-400 Bambi
02-500 Barbie's Around the World Trip
02-536 Beep, Beep Road Runner
02-568 Brady Bunch
02-531 Bugs Bunny
02-549 Bugs Bunny in "Big Top Bunny"
02-545 Casper's Ghostland
02-548 Charlie Brown's Summer Fun
02-380 Christmas Carol
02-383 Christmas Story
02-318 Cinderella
02-532 101 Dalmatians
01-202 Disneyland
02-525 Donald Duck
02-514 Flintstones
02-485 Flipper
02-317 Goldilocks
02-574 Gulliver's Travels
02-589 Gunsmoke
02-552 Hair Bear Bunch
02-512 Huckleberry Hound
02-314 Jack and the Beanstalk
02-363 Jungle Book
02-504 Lancelot Link
02-480 Lassie Look Homeward
02-871 Little Drummer Boy
02-310 Little Red Riding Hood
02-505 Little Yellow Dinosaur
02-501 Love Bug
02-576 Mary Poppins
02-528 Mickey Mouse
02-551 Mickey Mouse in "Clock Cleaners"
02-526 Mighty Mouse
02-410 Mother Goose
02-382 Night Before Christmas
02-412 Numbers and Games
02-569 Partridge Family
02-536 Peanuts
02-372 Peter Pan
02-311 Pinocchio
02-516 Popeye
02-406 Raggedy Ann and Andy
02-870 Rudolph the Red Nosed Reindeer
02-553 Scooby-Doo
02-308 Sleeping Beauty
02-405 Smokey the Bear
02-544 Snoopy
02-300 Snow White
02-584 Superman
02-316 Sword in the Stone
02-511 Tom And Jerry
02-955 Walt Disney World
02-361 Wizard of Oz
02 508 Woody Woodpecker

Special subjects

02-773 Airplanes of the World
02-725 American Indians
02-687 Astronomy
02-617 Children's Zoo
02-254 Inside China Today
01-094 National Parks
02-676 Prehistoric Life
02-998 Scenic U.S.A.
02-901 Seven Wonders of the World
02-616 Wild Animals of the World
02-612 Wonders of the Deep

Standard View-Master reels 1.50 each

Explore the worlds of fantasy and reality through our wide selection of View-Master reels. Packets contain three 7-scene full-color reels. Most also include a 16-page story booklet.

W67 T 3812 P—*Postpaid. State catalog no. and title no.* ..... ea. 1.50

Children's favorites

02-593 Adam-12
02-360 Alice in Wonderland
02-365 Aristocats
02-400 Bambi
02-492 Batman
02-366 Bedknobs and Broomsticks
02-536 Beep, Beep, Road Runner
02-487 Bonanza: Home for Jamie
02-568 Brady Bunch
02-531 Bugs Bunny
02-549 Bugs Bunny in "Big Top Bunny"
02-545 Casper's Ghostland
02 533 Casper the Friendly Ghost
02-548 Charlie Brown's Summer Fun
02-318 Cinderella
02-564 Curiosity Shop
02-532 101 Dalmatians
02-539 Dennis the Menace
02-525 Donald Duck
02-514 Flintstones
02-485 Flipper
02-317 Goldilocks
02-589 Gunsmoke
02-552 Hair Bear Bunch
02-590 Hawaii Five-O
02-512 Huckleberry Hound
02-314 Jack and the Beanstalk
02-363 Jungle Book
02-480 Lassie Look Homeward
02-310 Little Red Riding Hood
02-528 Mickey Mouse
02-551 Mickey Mouse in "Clock Cleaners"
02-526 Mighty Mouse
02-410 Mother Goose Rhymes
02-382 Night Before Christmas
02-592 Partridge Family in "Male Chauvinist"
02-569 Partridge Family in "Money Managers"
02-536 Peanuts
02-520 Pebbles/Bamm-Bamm
02-372 Peter Pan
02-315 Pinocchio
02-516 Popeye
02-406 Raggedy Ann and Andy
02-870 Rudolph the Red Nosed Reindeer
02-553 Scooby-Doo
02-308 Sleeping Beauty
02-405 Smokey the Bear
02-544 Snoopy and The Red Baron
02-300 Snow White
02-584 Superman
02-511 Tom and Jerry
02-362 Winnie the Pooh
02-361 Wizard of Oz
02-508 Woody Woodpecker

Disney favorites

01-949 Adventureland
02-517 Disney on Parade
01-948 Fantazyland
01-951 Frontierland
01-950 Liberty Square
01-947 Main Street U.S.A.

Special subjects

02-617 Children's Zoo
02-586 New Zoo Review
02-619 Prehistoric Animals
02-615 Strange Animals of the World
02-417 U.F.O.
02-614 Wild Animals of the World

Learning is fun

02-411 ABC Circus
02-309 Aesop's Fables
02-412 1-2-3 Farm

Cycle for family fitness . . . family fun . . . and SAVE 10% if you buy more than 1 bike!

You're never too young to enjoy 'cycling!

3-SPEED
62.88
Boys' or girls'

Children's sleepwear sold on pages 182-186 in this cata

5-SPEED
74.88

42.88

- Top bar stays up for boys' model
- Top bar moves down for girls'
- Training wheels detachable

Boys' or girls'

1-SPEED
44.88

"CHARGE IT"
No Monthly Payment Til Feb 15 If You Order By Nov 15. For Terms Relating to Deferred Payment See Pgs. 383 384.

3-speed youth bikes

1, 2 Two for the road in spirit-sparkling colors! Excited in size for the younger rider, these sporty lightweights feature a trigger gear lever that's mounted on the handlebar for easiest shifting. The hub-anchored gear system provides 3 gear ratios for comfortable pedaling, even on inclines. Padded spring saddle and matching vinyl grips help absorb road jolts. Chromed fenders, wheel rims and trim accent the flamboyant-finished frames. 24x1¾-inch blackwall tires; 18-inch cantilever frame. Prismatic reflectors on front, rear, sides and pedals. Ship. wt. 40 lbs. each.

(1) **60 T 30524** R—Boys' bike. Aztec gold. **62.88**
(2) **60 T 31524** R—Girls' bike. Lilac mist. **62.88**

5-speed Stratostreak

3 Our new Stratostreak sportster has it all—the heart of a racer plus the hot styling of a high-riser. The 5-speed Shimano derailleur system gives you the option on pedal power with gear ratios ranging from 42 to 85, the unique tubular frame design is extra sturdy—and because it's 2½ inches longer from hub-to-hub than our standard high-risers, almost any size rider can pedal in comfort. High-back banana saddle is cushion-padded and covered in vinyl. A chromed "air foil", sportster fenders and spinner chainguard accent the earthy brown frame finish. Front and rear caliper brakes; console shift lever. 20x1.75-inch front tire, 20x2.125-inch knobby rear tire. Made in Austria. Meets RMA/6 standards for reflectivity and structural strength.
60 T 30260 R—Ship. wt. 41 lbs. **74.88**

Sidewalk "convertibles"

4 The traditional beginner's bicycle comes with its own training wheels. Non-slip one-piece handlebar and stem, rugged bicycle-type construction and adaptable frame design will keep this bike in the family for many years to come. Single-speed drive with dependable coaster brake. Padded two-tone saddle, vinyl grips. Blue mist flamboyant finish with white accent stripes. 20x1.75-inch pneumatic tires. Fully reflectorized. RMA/6 certified.
60 T 32906 R—Ship. wt. 36 lbs. **42.88**

Sidewalk convertible (not shown). Similar to above but has 18x1¾-inch semi-pneumatic tires (requires no innertubes). Goldfish yellow.
60 T 32911 R—Ship. wt. 32 lbs. . . . . **only 36.88**

Classic high-risers

5, 6 Take to the road on these high-rise 'cycles. Their flamboyant-finished frames are striped with white . . . flashed with chrome . . . for road-rallye excitement wherever they go. Single-speed drive action, dependable coaster brake. Padded banana saddle and contesting grips. Fully reflectorized. Ship. wt. 39 lbs. each.

60 T 30204 R—Boys' bike. Cherry red finish. 20x1.75-inch tires (knobby on rear). **44.88**
60 T 31204 R—Girls' bike. True blue finish. 20x1.75-inch tires. **44.88**

Bikes 1, 2, 4, 5 and 6 are made for Wards by America's leading bicycle manufacturer.

Fun-for-one unicycle

CUT $5

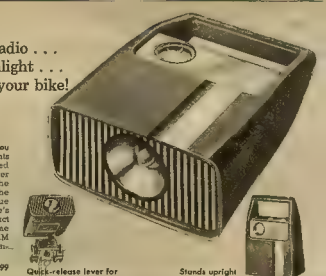
NOW **28.99**

Challenge your sense of balance . . . your courage and coordination. Full "raised" pro-style seat adjusts in angle and height for any size rider. Heavy-duty frame and pedals. Chrome-plated rim and trim. 24x1.75-inch pneumatic white-wall tire. Metallic blue frame. Was 33.99 in '73 Big Spring Catalog, page 541. Ship. wt. 15 lbs. Made in U.S.A.
60 T 32909 M. . . . now **28.99**

It's a portable radio . . . it's a handy flashlight . . . and it mounts on your bike!

ONLY **14.99**

You can have music wherever you go! This versatile radio mounts on a permanently attached bracket—a quick-release lever lets you instantly remove the radio and carry it with you. The handle is molded into the unique case design. In addition, there's a headlight built into this compact unit. On/off switches and volume controls face rider. Standard AM radio band. All batteries included. Made in Hong Kong.
60 T 82349—Ship. wt. 1 lb. 4 oz. **14.99**



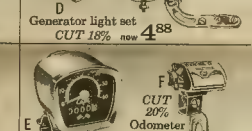
Quick-release lever for instant mounting or removal

Stands upright or lays flat

GIFTS UNDER $7

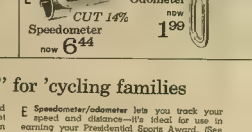
A **CUT 16%** Bugle horn now only **2.66**

C Horn/light *CUT 16%* now only **2.66**



D Generator light set *CUT 18%* now **4.88**

B Chain/lock *CUT 15%* now **5.88**



E *CUT 14%* Speedometer now **6.44**

F *CUT 20%* Odometer now **1.99**

Perfect "little gifts" for 'cycling families

A Sound off with an old-fashioned bugle horn! Solid brass horn is chrome-plated. Universal bracket fits any bike. Extra loud for extra safety. Made in Japan. Was 3.19 in Big Fall Catalog, page 688.
60 T 82426—Ship. wt. 10 oz. . . . . now **2.66**

B Super-strong security chain and lock. Heavy-duty case-hardened steels in 9 vinyl sleeve to protect bike finish. Combination padlock has case-hardened shackle and requires no keys. Chain is 4 feet long. Was 6.99 in Big Fall Catalog, page 686.
60 T 82208—Ship. wt. 1 lb. 12 oz. . . . . now **5.88**

C Battery-operated headlight/horn combo. Uses 2 "D" batteries (not included, sold on page 382) Universal bracket fits any bike. Horn button mounts on handlebar. Light has on/off switch. Chrome-plated case. Made in Hong Kong. Was 3.19 in Big Fall Catalog, page 688.
60 T 82352—Ship. wt. 1 lb. . . . . now **2.66**

D 6-volt generator light set never needs batteries. Generator mounts on rear frame—operates on pedal power! Bright red tail light and wiring kit included. Universal brackets fit any bike. Chrome-plated finish. Made in Hong Kong. Was 5.99 in Big Fall Catalog, page 688.
60 T 82300—Ship. wt. 1 lb. 8 oz. . . . . set now **4.88**

E Speedometer/odometer lets you track your speed and distance—it's ideal for use in earning your Presidential Sports Award. (See page 362 for details.) Measures speed up to 60 MPH, records mileage up to 9999.9 miles. Chromed case. Universal bracket. Drive cable included. Made in Japan. Ship. wt. 1 lb. 7 oz. each. Was 7.49, Big Fall Book, pg. 685.
60 T 82150—For 20-inch bikes. . . . now only **6.44**
60 T 82151—For 26-inch or 27-inch bikes. Now **6.44**

F Odometer records mileage to 9999.9 miles. Attaches to wheel of bike. Chromed case. Made in Japan. Ship. wt. 2 oz. each. Was 2.49, Big Fall Book, pg. 685.
60 T 82152 –For 20-inch bikes . . . . now only **1.99**
60 T 82153—For 26-inch or 27 inch bikes. Now **1.99**

GIFTS GALORE IN OUR BIG BOOK

You'll find dozens more bicycles and bike accessories in Wards Big Fall Catalog on pages 682–689 at our everyday low prices!

Cycle for family fitness . . .
family fun . . . and SAVE 10%
if you buy more than 1 bike!

You're never too young to enjoy 'cycling!

"CHARGE IT"
No Monthly Payment Til Feb If You Order By Nov. 15. For Terms Relating to Deferred Payment See Pgs. 383-384

3-speed youth bikes

1, 2 Two for the road in spirit-sparking colors! Scaled in size for the younger rider, these sporty lightweights feature a trigger gear lever that's mounted on the handlebar for easiest shifting. The hub-enclosed gear system provides 3 gear ratios for comfortable pedaling, even on inclines. Padded spring saddle and matching vinyl grips help absorb road jolts. Chromed fenders, wheel rims and trim accent the flamboyant-finished frames. 24x1¾-inch blackwall tires; 19-inch cantilever frame. Prismatic reflectors on front, rear, sides and pedals. Ship. wt. 40 lbs. each

(1) 60 T 30524 R—Boys' bike. Aztec gold **62.88**
(2) 60 T 31524 R—Girls' bike. Lilac mist **62.88**

5-speed Stratostreak

3 Our new Stratostreak sportster has it all—the heart of a racer plus the hot styling of a high-riser. The 5-speed Shimano derailleur system gives you the option on pedal power with gear ratios ranging from 42 to 85, its unique tubular frame design is extra sturdy—and because it's 2½ inches longer from hub-to-hub than our standard high-risers, almost any size rider can pedal in comfort. High-back banana saddle is cushion-padded and covered in vinyl. A chromed "car tail", sportster fenders and spinner chainguard accent the earthy brown frame finish. Front and rear caliper brakes; console shift lever. 20x1.75-inch front tire, 20x2.125-inch knobby rear tire. Made in Austria. Meets BMA/6 standards for reflectivity and structural strength.
60 T 30260 R—Ship. wt. 41 lbs. **74.88**

Sidewalk "convertibles"

4 The traditional beginner's bicycle comes with its own training wheels. Non-slip one-piece handlebar and stem, rugged tricycle-type construction and adaptable frame design will keep this bike in the family for many years to come. Single-speed drive with dependable coaster brake. Padded two-tone saddle, vinyl grips. Blue mist flamboyant finish with white accent stripes. 20x1.75-inch pneumatic tires. Fully reflectorized BMA/6 certified.
60 T 32906 R—Ship. wt. 36 lbs. **42.88**

Sidewalk convertible (not shown). Similar to above but has 18x1⅜-inch semi-pneumatic tires (requires no innertubes). Goldfish yellow.
60 T 32911 R—Ship. wt. 32 lbs. . . . . only **36.88**

Classic high-risers

5, 6 Take to the road on these high-rise 'cycles. Their flamboyant-finished frames are striped with white . . . flashed with chrome . . . for road-rallye excitement wherever they go. Single-speed drive action, dependable coaster brake. Padded banana saddle and matching grips. Fully reflectorized. Ship. wt. 39 lbs. each.

60 T 30204 R—Boys' bike. Cherry red finish. 20x1.75-inch tires (knobby on rear). **44.88**
60 T 31204 R—Girls' bike. True blue finish 20x1.75-inch tires **44.88**

Bikes 1, 2, 4, 5 and 6 are made for Wards by America's leading bicycle manufacturers.

Fun-for-one unicycle

CUT $5

NOW **28.99**

Challenge your sense of balance . . . develop skill and coordination. Full "raised" pro-style seat adjusts in angle and height for any size rider. Heavy-duty frame and pedals. Chrome-plated rim and trim. 24x1.75-inch pneumatic whitewall tire. Metallic blue frame. Was 39.99 in '73 Big Spring Catalog, page 541. Ship. wt. 15 lbs. Made in U.S.A.
60 T 32909 M . . . . now **28.99**

It's a portable radio . . . . it's a handy flashlight . . . and it mounts on your bike!

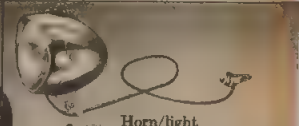
ONLY **14.99**

You can have music wherever you go! This versatile radio mounts on a permanently attached bracket—a quick-release lever lets you instantly remove the radio and carry it with you. The handle is molded into the unique case design. In addition, there's a headlight built into this compact unit. On/off switches and volume controls face rider. Standard AM radio band. All batteries included. Made in Hong Kong.
60 T 82349 Ship. wt. 1 lb. 4 oz. **14.99**

Quick release lever for instant mounting or removal

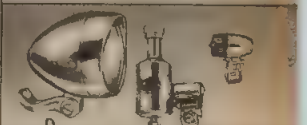
Stands upright or lays flat

GIFTS UNDER $7



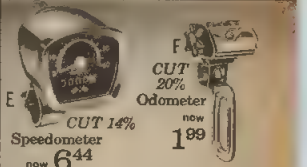
C **Horn/light**
CUT 16% now only **2.66**

A
CUT 16%
Bugle horn now only **2.66**



D
Generator light set
CUT 18% now **4.88**

B
Chain/lock *CUT 15%* now **5.88**



E
CUT 14%
Speedometer now **6.44**

F
CUT 20%
Odometer now **1.99**

Perfect "little gifts" for 'cycling families

A Sound off with an old-fashioned bugle horn! Solid brass horn is chrome-plated. Universal bracket fits any bike. Extra loud for extra safety. Made in Japan. Was 3.19 in Big Fall Catalog, page 688.
60 T 82426—Ship. wt. 10 oz. . . . . now **2.66**

B Super-strong security chain and lock. Heavy-duty case-hardened chain is in vinyl sleeve to protect bike finish. Combination padlock has case-hardened shackle and requires no keys. Chain is 4 feet long. Was 6.99 in Big Fall Catalog, page 688.
60 T 82206—Ship. wt. 1 lb. 12 oz. . . . . now **5.88**

C Battery-operated headlight/horn combo. Uses 2 "D" batteries (not included, sold on page 382). Universal bracket fits any bike. Horn button mounts on handlebar. Light has on/off switch. Chrome-plated case. Made in Hong Kong. Was 3.19 in Big Fall Catalog, page 689.
60 T 82352 Ship. wt. 1 lb. . . . . now **2.66**

D 6-volt generator light set never needs batteries. Generator mounts on rear frame—operates on pedal power! Bright red tail light and wiring kit included. Universal brackets fit any bike. Chrome-plated finish. Made in Hong Kong. Was 5.99 in Big Fall Catalog, page 689.
60 T 82300—Ship. wt. 1 lb. 8 oz. . . set now **4.88**

E Speedometer/odometer lets you track your speed and distance—it's ideal for use in earning your Presidential Sports Award. (See page 362 for details.) Measures speed up to 60 MPH, records mileage up to 9999.9 miles. Chromed case. Universal bracket. Drive cable included. Made in Japan. Ship. wt. 1 lb. 7 oz. each. Was 7.49, Big Fall Book, pg. 685.
60 T 82150—For 20-inch bikes. . . . now only **6.44**
60 T 82151—For 26-inch or 27-inch bikes. Now **6.44**

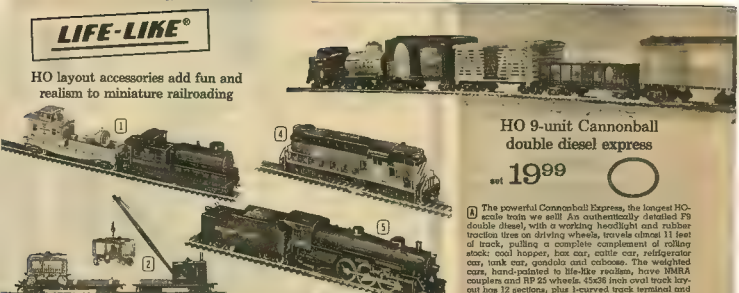
F Odometer records mileage to 9999.9 miles. Attaches to wheel of bike. Chromed case. Made in Japan. Ship. wt. 2 oz. each. Was 2.49, Big Fall Book, pg. 685.
60 T 82152—For 20-inch bikes. . . . . now only **1.99**
60 T 82153 - For 26-inch or 27-inch bikes Now **1.99**

GIFTS GALORE IN OUR BIG BOOK

You'll find dozens more bicycles and bike accessories in Wards Big Fall Catalog on pages 682-689 at our everyday low prices!

LIFE-LIKE®

HO layout accessories add fun and realism to miniature railroading



1 **Track cleaning and searchlight car.** Fill track cleaning car with cleaner, watch track come clean. Up/down searchlight turns 360°.
48 T 21672—Ship. wt. 10 oz. ..... set 3.69

2 **Crane lift car and circus car.** Crane lift has revolving cab, operable hook, boom. 2 circus cages; doors open, "animal" inside.
48 T 21671—Ship. wt. 8 oz. ..... set 3.69

3 **All door box car; cable dispensing car.** Canadian Nat'l box car—"newspaper" sides. Detroit, Toledo and Ironton cable car—movable top.
48 T 21673—Ship. wt. 12 oz. ..... set 3.69

4-6 **Authentically detailed locomotives,** working headlights, rubber tires for traction.

(4) Alco RS11 diesel locomotive—see it in color on opposite page (train C).
48 T 21662—Ship. wt. 14 oz. 8.69

(5) **USRA 4-6-2 locomotive** and coal tender. Working tender light. Real valve gear action.
48 T 21660—Ship. wt. 1 lb. 2 oz. 14.00

(6) **A-3 Shuster locomotive**—hand-painted finish Working headlight and tender light. Realistic valve gear action.
48 T 21664—Ship. wt. 10 oz. 9.99

Expand and add new shapes to your layout with special track sections. All compatible with any regular HO scale track.

7 **Over 'n' under pier set** has 31 pieces of track —makes figure 8 layout. With 28 piers and 3-piece girder bridge set.
48 T 21655—Ship. wt. 2 lbs. 5 oz. 7.99

8 **Bridge and tunnel crossing set**—all hand-painted. Perfect addition fits any oval track. Tunnel and bridge have realistic shrubs. 6 signs and 2 tell-tales.
48 T 21650—Ship. wt. 8 oz. 3.99

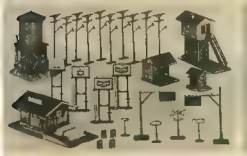
Not shown in picture:

HO 1-Amp power pack. Full throttle and directional controls. UL listed, AC, DC terminals.
48 T 21649—Ship. wt. 1 lb. 5 oz. 5.99

Remote control switch. Ship. wt. 4 oz.
48 T 21654—Left hand switch. 3.75
48 T 21653—Right hand switch. 3.75

Pkg. of twelve 9-inch sections straight track.
48 T 21651—Ship. wt. 4 oz. ..... Pkg 2.69

Pkg. of twelve sections 18-in. radius curve.
48 T 21652—Ship. wt. 6 oz. ..... Pkg 2.69



Trackside Assortment. 28 pieces, exactly scaled for HO equipment. Interlocking tower, freight shed, water tower. Hand-painted accessories: 4 billboards, 4 mailboxes, 10 telephone poles, 2 tell-tales, 4 railyard signs.
48 T 21659—Ship. wt. 2 lbs. 8 oz. ..... set 4.99

Hometown Assortment. 53-pc. set: ice cream drive-in, bank, 7 people; 16 street signs; 12 pylons; 16 road blocks and repair signs.
48 T 21658—Ship. wt. 2 lbs. 1 oz. ..... set 4.99

Set of 3 suburban home kits (shown in scenic layout in set B on opposite page).
48 T 21657—Ship. wt. 2 lbs. ..... set 5.99

HO 9-unit Cannonball double diesel express

set **19.99**

A The powerful Cannonball Express, the longest HO-scale train we sell! An authentically detailed F9 double diesel, with a working headlight and rubber traction tires on driving wheels, twelve-section 11 feet of track, pulling a complete complement of rolling stock: coal hopper, box car, cattle car, refrigerator car, tank car, gondola and caboose. The weighted cars, hand-painted to life-like realism, have NMRA couplers and RP 25 wheels. 45x36 inch oval track layout has 12 sections, plus 1-curved track terminal and 1-curved track rerailer. 1-Amp, UL listed, power pack, directional and throttle controls. AC and DC terminals.
48 T 21626 A—Ship. wt. 6 lbs. 5 oz. 19.99

HO "Smallville" outfit

Train and layout **34.88**

50x46-in. layout stacks in four for easy storage.

Add a layout extender for a larger system.

B "Smallville," the most complete HO-scale outfit we sell! 4-unit Sante Fe diesel train speeds through its own hand-painted layout . . . past rugged mountains . . . over a bridge . . . into Smallville, a perfectly detailed village, that includes suburban homes landscaped with trees, bushes, telephone poles and signs. (You can buy the suburban village featured in Smallville separately. See accessories listings at left.) Train has a lighted F9 diesel locomotive pulling a refrigerator car, gondola, caboose, all with NMRA couplers. The freight rooms across more than 20 ft. of track on a recessed, "sound proofed" roadbed. UL listed power pack with throttle, directional controls. 45x46-in. layout is of molded, lightweight LIFOAM®. Add layout extenders, each 23x46 in., to enlarge your Smallville world to any size!
48 T 21624 A—Wt. 13 lbs. ..... Complete outfit 34.88

48 T 21624 A—4-unit train set only. With 9 feet of track, power pack with controls. Wt. 4 lbs. 6 oz. 14.88

48 T 21623 A—Layout only: track, "sound proofed" roadbed, houses, trees, signs, telephones—over 45 accessories. Ship. wt. 9 lbs. 5 oz. 25.99

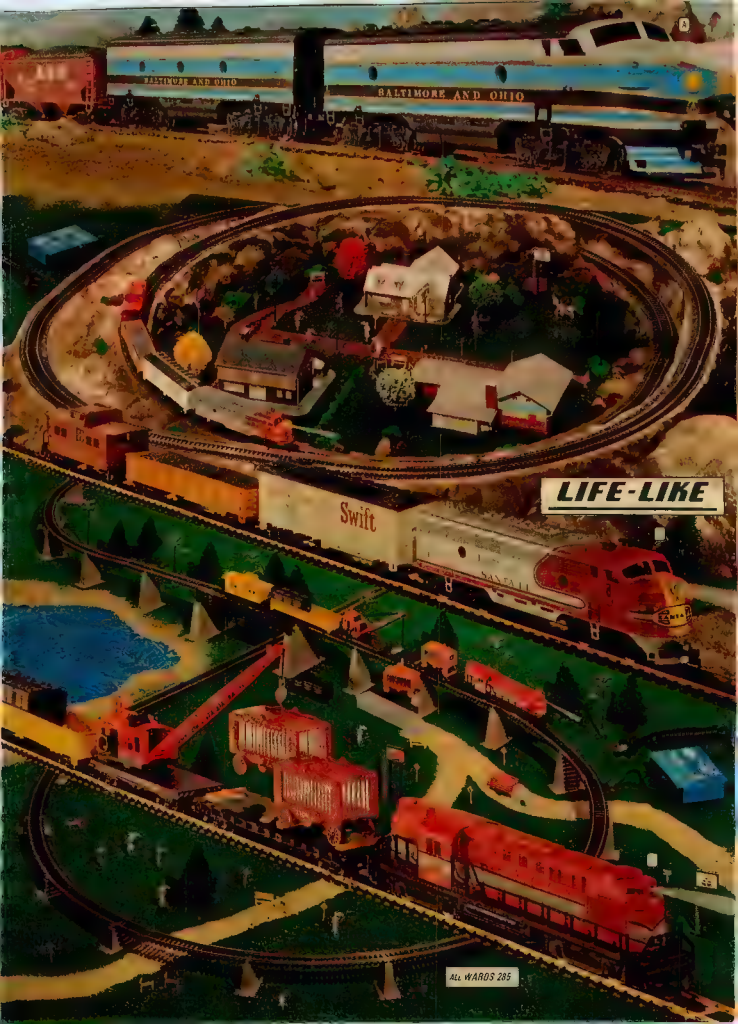
48T21628A-Smallville layout extender. Wt. 4 lbs. 8 oz. 12.95

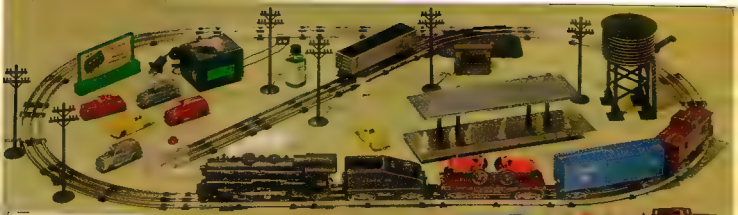
Deluxe 100-piece HO diesel outfit

Train and accessories **24.99**

C The biggest HO-scale outfit we sell! Colorful RS11 locomotive pulls four unique cars: circus flat car with 2 removable circus wagons (each with operable doors and a "wild animal" inside), containerized gondola with removable dry cargo container (each with hatches that really work), operable crane lift car, and a caboose. Crane lift car cab rotates 360°, boom raises and lowers, hook actually works to help lower the circus cages! 57x40-inch trestle layout contains almost 20 feet of track. Set has a 31-piece bridge and pier set, loading dock and truck, roadsigns, billboards, construction markers, telephone poles. Comes with UL listed power pack with throttle and directional controls. Over 100 pieces in all—everything you need to build your own layout.
48 T 21627 M—Ship. wt. 4 lbs. 14 oz. ..... outfit 24.99

No monthly payment till Feb.—if you order before Nov. 15.
For Terms Relating to Deferred Payments, see pages 383, 384


BALTIMORE AND OHIO
BALTIMORE AND OHIO
Swift
LIFE-LIKE
ALL WARDS 205



Marx

The Sound of POWER!

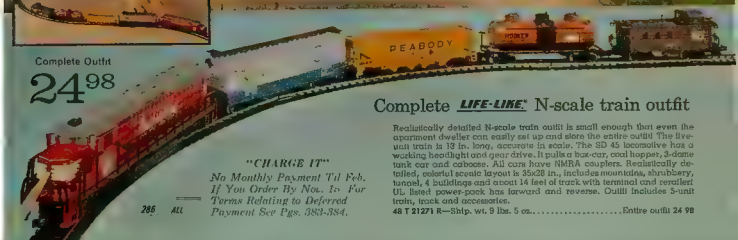
Switch 'n' Spur .027-gauge train outfit

Complete Outfit

36.66

Incredibly realistic .027-gauge train with the exciting Sound of Power is more than just a big train. It's a complete railroad system with big features. Like a detailed, rugged plastic locomotive that has a working headlight, pulls real smoke, and re-creates the marvelous sound of a powerful steam locomotive! Layout has one siding, switch and automatic uncoupling device. Six-unit train is over 4 feet long—includes colorful, detailed steam-type locomotive, coal tender, flat car with two tractors, gondola, boxcar, and caboose. Complete track layout measures 54x27 inches, that's over 137 inches of track! Added extras include station with 6 figures, dead-end bumper and sidings, "Pineapple Here" sign, 6 automobiles, 8 telephone poles, water tower, hallboard, newsstand, and smoke unit. Set also includes magnetic switch, one uncoupling unit and a 50-watt, AC-UL listed transformer that controls speed, forward-reverse, circuit breaker and connecting wires. Order extra track sold on opposite page to expand layout.

48 T 21338 M Ship. wt. 12 lbs 4 oz Set 36.66



Complete Outfit

24.98

Complete LIFE-LIKE N-scale train outfit

Realistically detailed N-scale train outfit is small enough that even the apartment dweller can easily set up and store the entire outfit! The live-wire train is 13 in. long, accurate in scale. The SD 45 locomotive has a working headlight and gear drive. It pulls a box-car, coal hopper, 3-dome tank car and caboose. All cars have NMRA couplers. Realistically detailed, colorful scenic layout is 35x28 in., includes mountains, shrubbery, tunnel, 4 buildings and about 14 feet of track with terminal and rerailer! UL listed power-pack has forward and reverse. Outfit includes 5-unit train, track and accessories.

48 T 21271 R—Ship. wt. 9 lbs. 5 oz. ..... Entire outfit 24.98

"CHARGE IT"

No Monthly Payment 'Til Feb. If You Order By Nov. 1st For Terms Relating to Deferred Payment See Pgs. 383-384.

THEY'RE SUCH GOOD

Cute and cuddly twins

2 for 8.88

1 Meet Mitzi and Mimi, adorable 20-inch twins in lace-trimmed dresses. Turn them over, they cry "Ma Ma" like real babies. Soft and huggable cotton-filled cloth bodies with vinyl head, arms and legs. Lovely rooted hair can be brushed and combed. Eyes open and close.
Z36 J 3677 -Mailable. (7 lbs.) ..... .Set **8.88**

Mama's darling 9.88

2 Sweet dolly loves to laugh, just like a happy baby! Hug her—she'll call you mama. Her rooted hair can be combed, washed. 18 in. tall, head, arms, legs of vinyl on cuddly foam-filled cloth body. Open 'n close eyes. Uses 1 "C" cell (not incl.)
Z36 J 3675—Mailable (4 lbs.) . **9.88**

Baby dolls for loving

3 BABY BOTTOMS . . the most pettable baby doll ever! She cries "Mama" and is as cuddly as a real baby. 25-inch foam-filled cloth body has soft vinyl head, arms and legs. Go-to-sleep eyes have long, lovely lashes. Dressed in cute brushed nylon pajamas.
Z36 J 3732 Mailable (6 lbs.)..... ..... **6.99**

4 TRAIN A BABY by Horsman . . gives her a drink of water, pees the button on her back, and she wets like a real baby. 15-inch doll of fully jointed vinyl has lovely rooted hair and go-to-sleep eyes with long, curled lashes. Wears 2-pc. lace-trimmed outfit.
35 J 3016—Shpg. wt. 1 lb. 15 oz..... **6.98**

5 SOFTEE BABY by Horsman. Huggable baby doll calls you "mama" and closes her eyes when she's sleepy. 18-inch Softee has foam-filled cloth body with soft vinyl head, arms and legs; rooted hair. She wears a lovely crocheted outfit.
35 J 3012—Shpg. wt. 2 lbs. 11 oz.... .....**8.77**

Camper outfit

MEET POLLY... SHE WALKS, SHE BENDS, SHE TWISTS... AND HER HAIR GROWS!

Doll and wardrobe **9.99**

POLLY AND WARDROBE . . . the high-fashion beauty who loves to travel. 11½ inches of poseable vinyl, she sits, stands, bends, even crosses her legs. Her lovely hair actually "grows" a full 7 inches, and it's so much fun to style. Polly's travel wardrobe dresses her for every occasion. 12 complete outfits (more if you mix 'n match) include slacks, dresses, sports outfits and accessories—even a raincoat. 70 pieces in all

Z36 J 3685—Mailable. Shpg. wt. 4 lbs. . . . . Set **9.99**

CAMPER OUTFIT . . . the perfect accessory for the doll who enjoys travel. Extra roomy camper allows high-fashion dolls to sit or stand inside, with room to spare for camping equipment. Vinyl-covered chipboard with sturdy metal frame; real wood floor. Wheels actually turn. Comes with table, 2 folding chairs, fold-down bunk bed, combination sink-stove, sleeping bag, eating utensils. Measures 21x9⅛x14½ in. high. (Doll not incl.)

Z36 J 3653—Mailable. Shpg. wt. 5 lbs. . . . . Set **8.99**

POLLY, WARDROBE AND CAMPER SET. Save $2.00 over individually priced items when you buy set, including Polly Pose 'n Curl doll, wardrobe and her own camper outfit.

Z36 J 3867—Mailable. Shpg. wt. 9 lbs. . . . . Set **16.98**

POLLY, WARDROBE AND CARRY CASE. Pose 'n curl doll described above, with wardrobe and plastic carry case to hold Polly and clothes. 9½x3x12½ in. hi. 5 hangers incl.

35 J 3866—Shipping weight 4 lbs. 5 oz. . . . . Set **12.99**

Carry case

See page 235 for terms

KERRY AND HER SPECIAL BEAUTY SHOP

Doll only 4.95 Complete outfit 14.95

PRETTY KERRY BY IDEAL—she's Crissy's friend, comes with her own beauty parlor and with-it wardrobe! 17½-inch vinyl doll has "growing" hair—goes from a short bob to knee length. Beauty Parlor includes vanity and chair that fits Kerry or Crissy; beauty braider; swirler curler, hairdoodler and brush. Kerry's smart 20-piece wardrobe includes a belted street dress, tennis dress with matching pants, a pants outfit with matching sweater, coat dress and mix-and-match vest. Mailable.

SAVE $2.90 ON SET
Z36 J 3876—(7 lbs.)..... Set **14.95**

DOLL ONLY Mailable.
Z36 J 3874—(3 lbs.)..... **4.95**

BEAUTY PARLOR ONLY Mailable
Z36 J 3875—(3 lbs.)..... **7.95**

WARDROBE ONLY For 17½-inch dolls
Z36 J 3854 Mailable. (1 lb.)..... **4.95**

PLAYFUL POLLY hops on her motorized bike and pedals to market or out for some fun! Just dress Polly in her biking stripes and slacks set with matching hat; put her feet on the pedal clips, throw the switch, and she's on her way! Set front wheel to send her in a straight line or around in a wide circle. 11½-inch vinyl doll twists and bends for natural action. Plastic bicycle runs on two penlight batteries (not included).
35 J 3662—Shpg. wt. 1 lb. 5 oz..... Set **6.99**

POLLY RIDES HER BIKE TO THE MARKET 6.99

Bike really goes . . . basket holds 2 penlight batteries (not incl).

See page 235 for Budget Power terms

Save $1.77 on mod Ken and our wardrobe

7.98 set

1 Mattel's Ken has mod-styled hair and stick-on hair pieces, plus our wardrobe—sweater-shirt and matching slacks; leatherette car coat and cap, slack suit with patch-pocket top, denim outfit Mod Ken set includes 2 moustaches, beard and sideburns, 12-in. vinyl doll has bendable legs, arms; stand.

MOD KEN AND WARDROBE.
35 J 3529—(2 lbs. 3 oz.). **7.98**

MOD KEN ONLY.
35 J 3528—(1 lb. 3 oz.) . **3.77**

KEN'S WARDROBE ONLY.
35 J 3555—(1 lb. 3 oz.) **5.98**

Save to $1 on fashion dolls with our wardrobe

Mattel fashion dolls are 11½-inch vinyl beauties with rooted hair. Bendable arms and legs and twist n turn waists for full range of poses. Posing stand incl.

2 QUICK CURL BARBIE with wardrobe (described below) . . . your little beautician's delight. Curling tool sets doll a-hair. Ribbons, comb, brush incl.
35 J 3583—(2 lb 3 oz) Save 81¢ **8.94**
35 J 3582 Doll only. (1 lb.).....**3.77**

3 QUICK CURL MISS AMERICA and Barbie wardrobe (below). This glamorous lady comes dressed with scepter, crown and bouquet of roses. She has brush, comb, curling tool, barrettes and ribbons for her easy-to-style hair
35 J 3579—(2 lbs. 3 oz.) Save 99¢ **9.89**
35 J 3578—Doll only. (1 lb.) . . . **4.77**

4 BUSY BARBIE and wardrobe (described below) . . . comes with all accessories she needs to keep up her busy pace: telephone, TV set, suitcase, etc. Hands can grip small objects.
35 J 3581—(2 lb 3 oz) Save 98¢ **8.77**
35 J 3580—Doll only. (1 lb 1 oz) . . **3.77**

5 TALKING BUSY BARBIE with wardrobe (below) and numerous accessories. Says 6 phrases about her things; hands grasp small objects.
35 J 3595—(2 lb 3 oz) Save $1 . . **9.96**
35 J 3587 Doll only. (1 lb.).....**4.97**

6 SPIEGEL'S BARBIE WARDROBE 3-pc vest set, sweater and print dress, long formal with simulated fur-trimmed jacket and 2-pc palazzo outfit
35 J 3554—(1 lb. 3 oz.)..... **5.98**

7 BARBIE'S DOUBLE TRUNK designed with space for two 11½" dolls, clothing rack, drawer, hangers. Vinyl/aluminum. 17¾x13½x3½ in.
Z36 J 4443—Mailable. (4 lbs.) . **4.99**

BARBIE'S CROWD LOVES THE OUTDOORS

8 BARBIE'S FRIENDSHIP JET with all she needs to be stewardess. Plane opens to reveal passenger seats, storage areas, pilot's cabin, etc. Vinyl, plastic. Open, 4 ft. long; closed, 14 in. long
Z36 J 3527—Mail. (7 lbs.) **10.99**

9 BARBIE'S CAMPING SET with hitch-on trailer-tent. Vinyl trailer folds out into self-support tent. Incl. jeep, camping stool, sleeping bag, picnic table, utensils and barbecue. 9x5x22¾ in.
35 J 3526—(4 lbs. 3 oz.) . . **9.99**

10 BARBIE'S CAMPER . . . has on wheels! Has sliding door, pop-up front window . . . plus pop-out tent, table, 2 chairs, sleeping bags, luggage rack, decals. Vinyl; wash. 12x3x19" long.
Z36 J 3533—Mail. (7 lbs.) **9.77**

11 BARBIE'S TENT is perfect for camp outs with her friends. Includes: 15x15x13-in high vinyl tent, 2 camping stools, 2 sleeping bags, picnic table, camp utensils and barbecue
35 J 5691—(2 lbs. 7 oz.) . . **5.67**

A whole new world of fun for Barbie and all her friends!

1 Have a Splash Party with Wards fabulous inflatable pool set, sized for sun-loving teen. Toilet Everything for water-play and more! 6' lounging Big Swing pool. 18" diameter canopy, 2 chairs, plus 2 rafts, 2 swim rings and play mat. There are even 2 beach towels! Imported from Taiwan. Sturdy plastic, easy to inflate.
48 T 11630 *Dolls sold separately.* Ship. wt. 13 oz. . . . . set **4.99**

2-5 Malibu Barbie and her friends, the Sun Set Way Mattel Sunny persons as with golden tans! From Japan. Girls have long blond hair, slim trim waists, sunglasses. All dolls have bendable legs, wear swimsuits, have beach towels. *Extra clothes, pgs. 228, 229.*
2. 48 T 10409—Malibu Barbie Action Doll. Ship. wt. 8 oz. **1.97**
3. 48 T 10423—Malibu PJ Action Doll. Ship. wt. 8 oz. **1.97**
4. 48 T 10410—MJ Francie Action Doll. Ship. wt. 8 oz. **1.97**
5. 48 T 10411—Malibu Ken Action Doll. Ship. wt. 12 oz. **1.97**

6 Four Girls' Outfits. Latest style swimsuits and realistic beach accessories for all 11½" fashion dolls. From Hong Kong. Includes beach coats, beach bags, hat, towels, camera, sunglasses, etc.
48 T 10992—Dolls not included. Ship. wt. 8 oz. . . . . set **3.99**

7 Four Boys' Outfits. Swimsuits, beach wear and realistic accessories for 12 in. boy dolls. From Hong Kong. Includes swim trunks, beach robes, sandals, towels, pajamas, etc., snorkel, etc., for leisure fun.
48 T 10990 *Dolls not included.* Ship. wt. 4 oz. . . . . set **3.99**

Shop early, the easy way . . . phone your order to Wards!

Busy Barbie ...Outdoor Fun

A WARDS EXCLUSIVE

A WARDS EXCLUSIVE

Barbie and her friends like outdoor life the year 'round!

Busy Dolls (1) and (2) have 5 accessories to hold and carry.

1 2 **Busy Fashion Dolls by Mattel** have realistic hands that can open and close, clasp and carry. They can really hold their accessories shown at left. TV, travel case, record player, phone and serving set. Dolls have twist 'n turn waists, bendable legs. From Hong Kong. Barbie wears pretty country dance print, Ken wears jeans and tee-shirt

(1) **Busy Barbie** About 11½ in. tall.
48 T 10424—Ship. wt. 12 oz. 3.44

(2) **Busy Ken.** About 12 in. tall
48 T 10427—Ship. wt. 12 oz. 3.44

3 **Pinto Pony and Corral,** sold only at Wards. The dudes enjoy roughing it at the ranch. They can take turns riding the range on the hair-some cow pony, then fence him in the corral to graze. Realistic molded horse about 14½ in. long. Six pieces of 9¼-in. rustic 3-rail fencing. Made of sturdy plastic, snaps together. *Doll not included*
48 T 11608—Ship. wt. 2 lbs. 12 oz. 4.97

4 **New! Barbie's Goin' Camping Set** by Mattel, as seen on TV. The Barbie set's ready for a weekend in the mountains, desert or at the beach. Breezy Buggy really rolls, tows sturdy Tent Trailer that closes up compactly for travel, opens for camping. Holds sleeping bag, camp stool, campfire grill with cooking pots, fry pan, coffee pot and picnic table. Abt. 23 in. long.
48 T 11644—*Dolls not included* Ship. wt. 3 lbs. 10 oz. 8.97

5 **Jeep and Horse Trailer,** sold only at Wards. Sporty jeep is great for a tour of the ranch. Has reflector headlights, hood that opens, flip-down windshield, trailer hitch. Horse trailer tailgate lowers for easy-loading ramp—useful for taking Pinto Pony to rodeos or County Fair. Jeep about 21 in. long
48 T 11609 A—*Doll not included* Ship. wt. 7 lbs. 7 oz. 9.99

6 **Barbie's Country Camper,** by Mattel. Up-to-date way to get to where the action is. It rolls along between camp sites, has sliding door, steering wheel, windshield that opens. Pop-out tent and table, 2 camp stools, luggage rack, sleeping bags. Durable vinyl, plastic. Abt. 28x17x11½ in. high.
48 T 11606 *Dolls not included* Ship. wt. 4 lbs. 9 oz. 9.44

7 4.66

Travel Trunk

7 **Wardrobe case** will hold 2 teen dolls, has 4 hangers for clothes, drawers for accessories. Vinyl-coated case is 12¾x10½x7 in. Inset doll's name or your own on front. *Dolls and clothing are not included*
48 T 11743—Ship. wt. 2 lbs. 12 oz. 4.66

8 9 10

Latest fashions for the style-conscious Barbie crowd. Complete outfits . . .

8 **Three Coats.** Parka-style storm coat with fringe trim, wet-look rain gear coat, hat bag, boots, zip-cape pantsuit with chain. *Outfits only*
48 T 10993—Ship. wt. 7 oz. . . set 3.99

9 **Four Sports Outfits.** Ski suit with ski poles and skis, tennis dress and racket, ice-skating outfit, western riding clothes. *Outfits only*
48 T 10996—Ship. wt. 7 oz. . set 4.99

10 **Four Pantsuits.** "Leather" tunic suit with bag, sailor suit and beanie, purple pants with ruffle top, layered-look sweater suit. *Outfits only.*
48 T 10995 Ship. wt. 7 oz. set 4.99

Outfits on these pages fit 11-11½-in. fashion dolls (12-in. boys). From Hong Kong. For more smart outfits, see pages 226 and 227

A WARDS EXCLUSIVE

Quick Curl Barbie at Home

"Hair pieces" with Mod Hair Ken

Hair styling accessories with Quick Curl dolls

(11) He's New! Mod Hair Ken. Change his "image" quickly, easily. Comb and style his hair, then add new-look "hair pieces." Try him with beard, sideburns, 2 moustache styles. Mod outfit. Bendable legs, posable arms, posin' stand. About 12 in. tall.
48 T 10439—Wt. 14 oz **3.77**

(12) Wards new kitchen is a cheerful spot for the crowd's get-togethers, a great place to go for pretend scrambled eggs or hamburgers after the prom! Colorful provincial decor. Metal back and base-cabinets that open, plastic wall cabinets with sliding doors. Lithographed wood-grain finish. Lots of fun accessories. Rack for 3 utensils over the range, cooking pot with lid, pan, bucket, dish drainer, plus pitcher and tumbler, 2 each cups, saucers, bowls. From W. Germany. Abt. 15½x24½x11¾ in. high. *Buy dolls at right.*
48 T 11489—Ship. wt. 3 lbs. 2 oz. ..... Only at Wards **8.99**

(13-15) New Quick Curl dolls from Mattel are lots of fun. You can curl their hair instantly, easily—no wetting, setting or waiting. Create hair-do's and change them over and over, soft curls, flips, all-over ringlets. Styling accessories included. They wear beautiful long gowns, shoes. Twist 'n turn waists, bendable legs, posable arms, posin' stands. Barbie and Kelley abt. 11½ in., Francie 11 in. tall.
(13) 48 T 10436—Quick Curl Barbie. Ship. wt. 14 oz. **3.77**
(14) 48 T 10437—Quick Curl Kelley. Ship. wt. 14 oz. **3.77**
(15) 48 T 10438—Quick Curl Francie. Ship. wt. 14 oz. **3.77**

Barbie's Country Living Home 7.49

(16) New 3-room rustic house from Mattel for weekends in the country. Bright modern furniture for living room, bedroom and kitchen -sofa, chairs, tables. Strong vinyl, decorated walls and floors. Doors really open. House unfolds to 34x11x15 in., closes into case with handle makes "moving" easy. *Dolls not included.*
48 T 11643—Ship. wt. 4 lbs. 9 oz. .. **7.49**

Cushy Inflatable Furniture—9-pc. Set 3.99

clothes for sports events, for casual living and for formal occasions!

(17) Four Casual Outfits. Smart for all occasions. Gypsy stripe with boots, shift and scarf, lounging pajamas, aztec-print dress. *Outfits only.*
48 T 10997—Ship. wt. 7 oz. ..... **set 4.99**

(18) Four Formals. Quaint granny dress, long velvet split-skirt, stylish "caftan," bridal gown with filmy veil, bouquet, gloves. *Outfits only.*
48 T 10994—Ship. wt. 6 oz. **4.99**

(19) Three Outfits for Ken. Belted "suede," suit, blue-denim casual outfit with neckerchief, white sports wear with Roman stripes. *Outfits only.*
48 T 10991—Ship. wt. 8 oz. **4.99**

The contemporary look!

(20) Leisure-time comfort for the Barbie set. Leopard print vinyl sofa, chair, toss pillows and hamock. Peacock design bed, cover, pillow, night stand. *Doll not included.*
48 T 11639—Ship. wt. 12 oz. ..... **set 3.99**

ALL WW

Be sure to see Wards new Barbie Bedspread for a little girl's room, sold on page 155

Adorable Toddlers Designed by Furga

known world-wide for their enchanting dolls

Both dolls are cozily dressed for an outing with their new Mommy but each has indoor clothes, too—party dress, socks, slippers, pajamas. About 12 in. tall

YOUR CHOICE 9.99

Adorable toddlers come from Furga, famous for fine baby dolls. Soft, pliable vinyl heads, arms, legs, bodies; realistic hair; sweet, wide-eyed expressions. Mother-to-be will love them!

Molded vinyl bodies, gracefully posed like little tots. Big 20" doll has flirty eyes, hard to resist hair. They're fully dressed and have an adorable size. About 12 in. tall

(A) **Gina with blonde hair.** Wears flowery cotton print dress, lace trimmed white vinyl boots. Has pretty sister-shirred pajamas, frilly socks for dress, socks, slippers.
48 T 11852 Ship. wt. 1 lb. 9.99

(B) **Dina with brunette hair.** White flocked cotton pinafore with ric-rac trim, red vinyl boots. Has white, red print dress, socks, slippers.
48 T 11853 Ship. wt. 1 lb. 9.99

You can phone your order to Wards!

Pippi Longstocking

8.97

Exclusive at Wards

Here's Pippi, a familiar friend to children for years from her books—and now she's in the movies, too. Our new doll is a true-to-the-role version, with red pigtails and freckles and striped stockings. Adorable, with vinyl head, soft vinyl body, molded hair. Has pretty cotton dress and pantaloons. Includes dress and accessories that don't match!
48 T 10230—Abt. 18 in. tall. Ship. wt. 2 lbs. 8 oz. 8.97

UPSY DAZY

New from Ideal—as seen on TV

Only 5.44 *at Wards*

A Fabulous Value at Wards! Just watch this doll's antics. She's the amusing "show-off" that turns complete somersaults, just the way little girls like to do. Put her head and hands on the floor and oops, over she goes! Never gets tired, can keep on performing. No batteries needed. Lovable tomboy has lifelike vinyl head, pretty blond hair. Wears ruffled overalls and blouse.
48 T 10231 15 in. tall. Ship. wt. 2 lbs. 6 oz. 5.44

1 Begging Puppy
4.99

Turns and begs!

2
Mobile Home with accessories 5.99

Only at Wards!

3
Loop-the-Loop
5.99

4
Smash 'n Crash
Only at Wards! 8.99

Cars fly apart!

Remote control plane and 'copter
5.69

5

6
Tootsietoys 64-piece set
8.67

OP 289

CAR-JACK
CAR-PARK
Turn to raise cars
(03)
Rock goes up and down
CAR-WASH
Turn handles, washers go back and forth
(04)
GASOLINE
Bell rings, sign turns
MY TOWN
Ea. 1.39
Any 3 3.87
All 6 6.90
6 Matchbox cars 3.54
All 6 with 6 cars SAVE 1.04
9.40
DING DING
(05)
(02)
FABULOUS VALUE
GARAGE
Press button, cars speed off
(06)
Doors open and close
Floor tilts, cars roll out
(01)
All pieces attach to make a set
CAR PARK
CAR WASH
GARAGE

Zoom-a-Launcher with 6 cars set 1.99
A
Die-cast Miniatures
ZOOM-A-CAR
ZOOM-A-CAR

Set of 12 racing cars 4.29
B

Set of 6 earth movers 2.97
C
300 ALL

MATCHBOX SUPERFAST
Truck set
D

MATCHBOX SUPERFAST
Racers
E

Wards Exclusive...

MY TOWN

MINIATURE CAR ACCESSORIES

Ea.	Any 3	All 6
1.39	3.87	6.90

6 Matchbox cars	All 6 with 6 cars
3.54	9.40

(01) to (06) A complete set of working "mini" facilities for all miniature cars. Sturdy plastic construction with colorful decals for the touch of realism youngsters love. All 6 pieces attach, (see small view on opposite page). Each piece measures approximately 4x6 inches. From Hong Kong.

(01) My Town Garage. Park it here, Stri Front handle raises door—push in car, then lower door. Button opens door, the floor so that car rolls out.

(02) My Town Car Park. This way for double decker parking! Handle turns and raises cars to second level.

(03) My Town Grease Rack. Cars need a lube job? Handle raises and lowers rack as you turn it.

(04) My Town Car Wash. Time for a wash? Pull car up to position, on rack, turn handles to move washer and sponges back and forth.

(05) My Town Gas Station. Fill 'er up with super! Sign revolves, arrows on pumps rotate and bell rings as you turn the gas pump handle.

(06) My Town Toll Gate. Stop! Toll gate ahead! Pay toll at gate! Push cars on platform and over back barriers; then push the button and Z-O-O-M! cars are propelled on their way.

Be sure to state code no. above. Ship. wt. 8 oz. ea.
L48T23620—All 6 for 6.90, 3 for 3.87, each 1.39

Set of 6 Matchbox cars, shown with My Town. Set includes: Mod Rod, Road Dragster, Boss Mustang, Gruesome Twosome, Blue Shark, and Slingshot Dragster. From England.
48 T 23605—Ship. wt. 12 oz.... . . . set 3.54

OUR FABULOUS VALUE!

Order all six My Town accessories plus the set of six Matchbox cars and save over $1.
Complete My Town and cars.
48 T 23695—Wt. 3 lbs. 12 oz. 9.40

Die-cast metal miniatures

A Zoom-a-Launcher. Set of 6 brightly colored and striped racing cars with 2 launchers. Pull back lever and release—cars zoom out! The race is on! Each car approximately 3 in. From Hong Kong.
48 T 23498—Ship. wt. 10 oz.....set 1.99

B Super collection of 12 colorful die-cast metal cars. All have super speedy wheels. Set includes 6 racers and 6 cars. Abt. 3 in. long. From Hong Kong.
48 T 23995—Ship. wt. 1 lb. 2 oz.....set 4.29

C The big workers in miniature. 6-pc. die-cast construction vehicles. Set includes: Michigan Scraper, Caterpillar Grader, Euclid R-40, Dump Truck, International Skip Shovel, Payloader Shovel. From 2-4 in. From Hong Kong.
48 T 23993—Ship. wt. 12 oz.....set 2.97

D Set of 6 Matchbox Superfast favorites! Set includes: Freeway Gas Tanker, Tow Truck, Mack Dump Truck, Volkswagen Camper, Fire Engine and Ford Pick-up. From England.
48 T 23698—Ship. wt. 12 oz.....set 3.54

E Set of 6 Matchbox Superfast racers! Set includes: Flying Bug, Big Banger, Baja Buggy, Chop Suey Cycle, Dodge Dragster, and Tyre Fryer.
48 T 23696—From England. Ship. wt. 12 oz. set 3.54

SAVE THIS CATALOG!
Toys are available until August 31, 1974

MATTEL

VertiBird® Ship

11.66

Includes:
- Vertibird ship and helicopter
- Pylon Control module assembly
- astronaut • life raft
- crate and barrel • labels
- chipboard sections
- space capsule

Vertibird Helicopter 7.46

FABULOUS VALUE

Exciting Vertibird rescue ship is a huge 41 inch copy of a Coast Guard Cutter with working helicopter. By working the speed and direction controls on the ship, the 'copter will rise and perform rescue missions. Sturdy plastic construction. Assembly instr. included.*
48 T 23005 M—Ship. wt. 3 lbs..... 11.66
Vertibird® Helicopter and accessories only. Incl.: dual flight controls, 21-in. flight line, landing pad, spare capsule, astronaut, life raft.*
48 T 23031—Ship. wt. 1 lb.....7.46
***Needs 2 or 4 "D" batteries, sold on page 308.**

Jeep and Trailer

9.99

Realistic jeep pulls trailer with working searchlight (needs 2 "D" batteries, see p. 308). Seats two 16-in. action figures (not incl.). Made of sturdy plastic with extra wide balloon "Dune and Swamp" tires. Jeep: Abt. 10¼x22x11½ in. high. Trailer: abt. 13x8x5 in. high.
48 T 23501 A—Wt. 7 lbs. 12 oz. 9.99

Cutie Vacuum Kleaner Doll 5.49

She skates and pushes a vacuum!
Keeps moving—turns when she touches something!

Cutest little clean-up miss you'll ever see! She's 12 inches tall and all dressed up in a check dress and apron with her hair piled high on her head. She scoots along on her removable roller skates while pushing her vacuum cleaner. Obstacles won't keep her from doing her work! She turns and skates off the other way when she bumps into something. Requires 2 "AA" batteries for operation, not included, sold on page 308. From Hong Kong.
48 T 23002—Ship. wt. 10 oz....5.49

"MATCHBOX" OLD TIMERS Buy all 4 for 7.99 and SAVE 1.33! 2.33 each when bought separately

1-4 The "Models of Yesteryear" from Matchbox are the exact replicas of the real things! Each car is complete with all details in die-cast miniature. Real collectors items for the antique car buff, whether young or old. Each car measures approximately 3½ inches. From England.

48 T 22710—Set of 4 Old Timers (1-4). Ship. wt. 1 lb. . . . . set 7.99

(1) 48 T 23707—1931 Stutz Bearcat. Ship. wt. 4 oz. 2.33
(2) 48 T 23706—1911 Model T Ford. Ship. wt. 4 oz. 2.33
(3) 48 T 23709—1930 Packard. Ship. wt. 4 oz. 2.33
(4) 48 T 23708—1913 Cadillac. Ship. wt. 4 oz. 2.33

TOOTSIETOY. Military set 4.96

14 piece military assortment of famous Tootsietoy Toughs. All pieces of detailed die-cast metal (except missiles). Set includes: 2 "Deuce-and-a-half" trucks (one with missile rest), U.S. Jeep, German Kubelwagen, 105mm Howitzer, 2 armored cars (U.S. M-8 and British Mark II), 3 fighter jets with authentic markings and 4 LaCrosse missiles.

48 T 23667—Shipping weight 2 lbs. . . . . set 4.96

Hubley® America City® set 9.99

Red-white and blue realistic vehicles in sturdy die-cast metal with all the favorite play features. Includes action fire truck with detachable ladders plus snorkel that lifts, extends and revolves 360°, heavyweight recycling truck with body that lifts to unload at destination, 14 in. traffic helicopter with plastic canopy and plated folding rotors, sun-roof "beetlebug," big service bus and 12 assorted road signs for more play value.

48 T 23610—Shipping weight 5 lbs. 14 oz. . . . . set 9.99

No batteries or electricity—high powered turbo torque car for super racing thrills!

Joltin' Jump set® 12.88

FAT TRACK Breakin' 8® set

Kids start your engines! 8.66

A jump ahead on excitement—the turbo torque car speeds 'round the oval track with manually operated jump ramp for super jumps or can pass under—escapes the bus saw obstacle for continued speed—keeps going and jumping 'til speed's all gone. Winner gets the most jumps! Set contains: 1 bus saw obstacle, 1 turbo torque car, 2-180° banked curve tracks, 5 straight tracks, jump and landing ramps and start/finish gate track.

Sizzlers racing action and thrills! You're at the turning controls as your car zooms towards the intersection—lift the blade and let it through or bounce the car off the switch and change directions! Set contains: Sizzlers car, Grease Pump (requires 2 "D" batteries, not included, sold on page 308), turning control, four 6¼ in. Fat Track sections and two 270° curves. *Not for use with Sizzlers cars that have Fat Daddy slicks.*

48 T 23306 M—Shipping weight 9 lbs. 12 oz. . . . . set 12.88

48 T 23306—Shipping weight 4 lbs. . . . . set 8.66

From LIONEL the Mighty Sound of STEAM!

The Blue Streak Freight

.027-Gauge Set 43.88 entire set

Here's a train that's long on play and hobby value. Authentically detailed, two-tone blue plastic engine with working headlight re-creates the surging sound of steam synchronized to the pace of the engine and the puffing of smoke! 71-in. train rides on an extended layout containing 103 in. Layout size about 53x27 in. 8-unit train includes the famous Blue Streak locomotive, coal tender, two gondolas, box car, flat car with stakes, hopper and caboose. All this plus 4 canisters, 8 curved, 8 straight sections of track, and 50-watt transformer with circuit breaker controls train speed, forward and reverse. AC, UL listed.

48 T 21350 M—Ship. wt. 9 lbs. 4 oz.. . . . . Set **43.88**

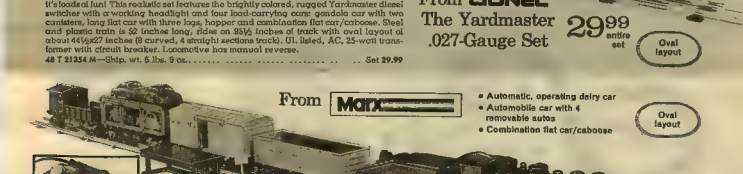
Extended Oval Layout

Here's the workhorse of the railroad! It's a great addition to your hobby collection and it's loads of fun! This realistic set features the brightly colored, rugged Yardmaster diesel switcher with a working headlight and four load-carrying cars: gondola car with two canisters, long flat car with three logs, hopper and combination flat car/caboose. Steel and plastic train is 52 inches long, rides on 85½ inches of track with oval layout of about 44½x27 inches (8 curved, 4 straight sections track). UL listed, AC, 25-watt transformer with circuit breaker. Locomotive has manual reverse.

48 T 21354 M—Ship. wt. 6 lbs. 9 oz.. . . . . Set **29.99**

From LIONEL The Yardmaster .027-Gauge Set 29.99 entire set

Oval layout



- Automatic, operating dairy car
- Automobile car with 4 removable autos
- Combination flat car/caboose

Oval layout

Realistically detailed .027-gauge train with powerful steam locomotive with working headlight and built-in "chug-chug" sound for exciting engineering. Steel and plastic train includes locomotive, slope-back tender, gondola, automobile car with 4 autos, dairy car that opens at loading dock and flat car/caboose. 53-in. train, 120 in. of track. Layout is 45x27 in. (8 curved, 4 straight sections track). Automatic couplers "Uncouple Here" sign. 50-watt transformer controls speed, forward reverse. Thermal circuit breaker, UL listed.

48 T 21927 M—Ship. wt. 7 lbs 10 oz.. . . . . Set **23.86**

Extra .027-gauge track.

48 T 21405—Pkg. of 12 sections straight track. Wt. 1 lb. 8 oz. . . . . Pkg **3.50**

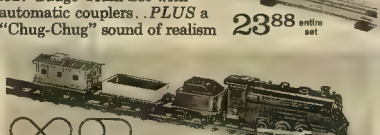
48 T 21409—Pkg. of 12 sections curved track. Wt. 1 lb. 8 oz. . . . . Pkg. **3.50**

.027-Gauge Train Set with automatic couplers. . .*PLUS* a "Chug-Chug" sound of realism 23.88 entire set

.027-Gauge Train Set with 34-pc. layout 14.99 entire set

Four-unit .027-gauge train comes with 34-piece, colorful cardboard village that includes buildings, trees, people, airport, billboard and more! Train includes steam-type locomotive, coal tender, gondola and caboose—all with realistic detail. 32-inch train rides on 84 inches of circular track. Layout measures 27x27 inches. 25-watt circuit breaker transformer has variable speed control, UL listed. Order extra track above.

48 T 21332 M—Ship. wt. 5 lbs 4 oz. . . . . Entire set **14.99**



Battery Operated 2 in 1 Train Set 4.99

Four-unit train runs on 2 track layouts—one figure eight with cross-over and one oval with inner spur track. 9-in. track has one manual switch, one universal switch and cross-over track section. 5¼-in. locomotive has working drive arms, headlight; it pulls coal tender, gondola, caboose. Train is of plastic and metals; about 16 in. long. High-impact plastic track. Requires 2 "C" batteries (sold on pg 308)

48 T 21499—Ship. wt. 1 lb. 4 oz.. . . . . Set **4.99**

Save this catalog! Order toys till Aug., 1974

ON CURVES, DOWN STRAIGHTAWAYS, TO THE FINISH LINE

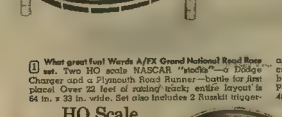
Grand National Road Race

only 18.88 set

1 **What great fun! Wards A/FX Grand National Road Race set.** Two HO scale NASCAR "stocks"—a Dodge Charger and a Plymouth Road Runner—battle for first place! Over 22 feet of *racing!* track; entire layout is 64 in. x 33 in. wide. Set also includes 2 Russkit trigger-action hand controls, guard rails for all dangerous curves, bridge beams and posts, pennants and a Monza banked curve. Cars are about 2½ in. long. Safety wall-Pak is UL listed. See HO facts below right.
48 T 28322 M—Ship. wt. 8 lbs. 4 oz. . . . . **set 18.88**

HO Scale Road Race set

only 9.99 set

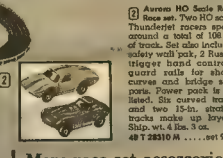


2 **Aurora HO Scale Road Race set.** Two HO scale Thunderjet racers speed around a total of 106 ft. of track. Set also includes safety wall pak, 2 Russkit trigger hand controls, guard rails for sharp curves and bridge supports. Power pack is UL listed. Six curved tracks and two 15-in. straight tracks make up layout. Ship. wt. 4 lbs. 3 oz.
48 T 28310 M . . . . . **set 9.99**

These super racers fit all Wards slotted race sets!

3-8 **Add new racers to your road race set!** A/FX cars with self-lubricating nylatron chassis, super-fat race tires, spring balanced pick-up shoes and deep slot guide pin. Authentic body detailing. 1/87 HO scale. Racers are about 2½ in. long. Set of 2 cars. Wt. 12 oz.
(3) **48T28484**—Vega Van Gasser, Plymouth-Kuda. . .**set 5.99**
(4) **48T28465**—'55 Chevy, Baja Bug VW. . . . . **set 5.99**
(5) **48T28485**—Chevy Nomad, Dodge Charger. . . .**set 5.99**
(6) **48T28469**—Datsun 510 Trans-Am, Datsun 240Z **set 5.99**
(7) **48T28470**—Roarin' Rolls, '31 Model A Panel. . **set 5.99**
(8) **48T28471**—Matador, Porsche 510K. . . . . **set 5.99**
Aurora Russkit speed controller with brakes (not shown). Has trigger action. All metal frame. Built-in circuit breaker.
48 T 28474—Ship. wt. 5 oz. . . **3.29**

More race set accessories



9 **A/FX Hi-Performance kit and car.** Kit includes Roarin' Rolls racer, 2 vacuum-formed bodies, 1 "Quickee-Lok," 2 super-magnets, decal sheet, racing ali, 1 set pick-up shoes, 1 pair aluminum wheels, 1 pair of sponge race tires, 1 pair wheel nuts and motor brushes, threaded axle and 1 crown gear. Handy parts-carrying case made of high-impact plastic.
48 T 28481—Ship. wt. 1 lb. 2 oz. . . . . **kit 6.66**

Add extra track to your road race set! A/FX track combination (not shown) includes 4 curved tracks and 4 straight tracks. Set of 8 tracks.
48 T 28482—Ship. wt. 1 lb. 1 oz. . . . . **set 6.99**

A/FX wall pack with clip-on terminal. (Not shown).
48 T 28483—UL listed Ship. wt. 13 oz. **6.49**

Climb the spiral! Loop-the-loop of the exciting Flying Turns!

28.88

- **You control all the action!**
- **Over 30 feet of race track**
- **Two super-fast HO scale racers**

A/FX Flying Turns Road Race set. Pour on the power on your car whips and twists and climbs around this exciting race course. Sweep around the dangerous Monza curve, "give her the gas" on the straightaway, speed through the electrifying loop-the-loop! What an exciting road race set! The A/FX Ferrari 512 and McLaren XLR are two of the fastest 1/87 HO scale model cars. (*See note below for HO facts.) 21½-in. long detailed bodies with wide chassis, wide tires, silver pick-up shoes. 39 feet of race track includes: curved roadway, straight roadway, banked roadway and terminal track. Set also includes bridge supports, racing flags on poles, safety wall-pak for power, operating instructions and 2 Russkit trigger-action controllers. Entire layout measures 90 in. x 40 in. wide. Ship. wt. 9 lbs. 11 oz.
48 T 28324 M. . . . . **set 28.88**

Speed out ahead! Race over the high Golden Gate Bridge

only 23.88 set

- **You control all the action!**
- **Over 25 feet of race track**
- **Two modern-detailed HO scale racers**

San Francisco's fabulous Golden Gate bridge sets the scene for this exciting road race set! Snake your way up the circular climb and zoom across the Golden Gate bridge at breath-taking speeds. Wards 1/87 HO scale road race set (*see note below for HO facts) gives you all the thrills and high speed action of an actual race track! And you control all the action! Race with two powerful cars, Ferrari 512M and Porsche 917, each about 2½ in. long. There's 25 feet 5 in. of race track. Set also includes special scenic span bridge with bridge towers, safety wall-pak for power (UL listed), two Russkit trigger-action hand speed controllers, guard rails for dangerous curves, and operating instructions. Entire layout measures 78 in. x 34 in. wide. Ship. wt. 9 lbs.
48 T 28329 M. . . . . **set 23.88**

Some HO scale facts

***Note:** HO scale is 1/87th of actual size. The primary feature of this scale is its size . . . small and compact. You can fit a big layout in a limited space. Cars are about 2½ in. long, simply detailed and designed to move fast. They travel up to 750 scale miles per hour! Color varies on road race cars.

...YOU CONTROL THE ACTION!

Flying Turns Road Race

only 28.88 set

AURORA AFX MODEL MOTORING

Golden Gate Road Race

only 23.88 set

"CHARGE IT"
No Monthly Payment Til Feb. If You Order By Nov. 15. For Terms Relating to Deferred Payment See Pgs. 383-384.

XLERATORS

Slotless electric racers by Aurora

1 only 33.88 set

Wards exclusive 4-Car Super-Speedway

Just look at that action! Race cars can pass on the left or the right!

SLOTLESS CARS CAN PASS ON LEFT OR RIGHT

1 **4 Car Super Speedway** This XLerator roadrace set, made by the Aurora people as Wards exclusive, lets you "remote-control" through an HO roadrace. Though cars no longer are confined to a track or guide line. They hustle down the track realistically, actually going around other cars, passing on left or right. Cars are designed to run on open terrain, having controlled curves and constant-contact current as they speed over the course. Outside and outrunning your opponents. Same width as regular HO, but 4 cars can run at the same time, for more thrills, action. Uses 1 XLerator roadrace set and one hand controller. Set includes 4 cars (No 4 Chaparral, No 3 Ford J, No 2 Firebird, No 1 Camaro). Cars are precision-built and run in pairs for balance. Separate ON-OFF control with connector plug for controllers. Set includes 4 hand controllers, one XLerator AC transformer, hot wheels straights, curves, and center start sections and pads for placing track terms. Complete operating instructions are included.

48 T 28302 M Ship. wt. 8 lbs. **set 33.88**

A Wards exclusive!

2

2-Car Pass Master

only 27.88 set

2 **2 Car Pass Master slotless roadrace set** Such a lot for the price! Everyone except those in 2 cars (No 4 Chaparral and No 1 Ford) Set includes 25 feet of racing track. Entire layout measures 88½ in. long x 49½ in. wide. Two hand controllers, straight, curves, and transfer track sections, pads to raise track, AC transformer that sells for $9.95. Complete operation instructions included. Set expands, adding 4 cars. Order extra cars, or have 8 overlapping at right. Order more cars for "four-in-the-fun" action. Extra track sections and new AC transformer can be ordered at right.

48 T 28301 M Ship. wt. 7 lbs. **set 27.88**

Order XLerator cars, controller, transformer and track below

48 T 28411	Camaro (No. 1) Ship. wt. 2 oz.	3.66
48 T 28412	Firebird (No. 2) Ship. wt. 2 oz.	3.66
48 T 28403	Ford J (No. 3 Ship. wt. 2 oz.	3.66
48 T 28404	Chaparral No. 4) Ship. wt. 2 oz.	3.66
48 T 28421	Hand controller Ship. wt. 2 oz.	1.39
48 T 28424	AC transformer Ship. wt. 1 lb. 6 oz.	5.39
48 T 28427	Straight track Ship. wt. 16 oz.	2.69
48 T 28428	4-in-1 roadrace curve track Ship. wt. 5 oz.	pair 1.50
48 T 28429	Banked track Ship. wt. 15 oz.	5.99

Dolls that Talk

"You're a sweet child"

The new Mrs. Beasley®

At Wards, she talks!

7.99 *Only at Wards*

8 **Famous Mrs. Beasley** by Mattel is now like an old-fashioned rag doll, soft, floppy and lovable. Still a big talker but only at Wards! Says 6 different things at random, like "My, you're growing," "Give me a big smile." Just pull her talking ring. Wears well-known TV costume. Soft-stuffed cotton body, tinted features and glasses, yarn hair. Removable clothes are washable. Abt. 15½ in. tall. Ship. wt. 1 lb. 5 oz.

48 T 10254 .....7.99

®1967 Family Affair Company

Peachy's Puppets

"Why don't you hand me a puppet"

New from Mattel

Peachy and her Puppets 11.99

9 **Peachy's a ventriloquist!** You hear her talk and you hear her four funny puppets talk. Put a puppet in her hand, pull the talking ring, hear a different voice with each puppet monkey-talk, puppy-talk, clown-talk, baby-talk. Peachy and puppets each say 2 things. She's a darling toddler with smiling face, rooted blond hair. Has turning head, jointed arms, can stand alone. A Fabulous Value at Wards!

48 T 10605—About 18 in. tall. Ship. wt. 3 lbs.....11.99

Pretty Wardrobe for Peachy 4.97

10 **Extra outfits for Peachy,** other 18-21-in toddler dolls, a welcome "added gift." Two cute little-girl dresses, playsuit, jamies, jacket and bonnet, hangers. Cotton, well-made, nicely detailed.

48 T 11609—Ship. wt. 15 oz.....set 4.97

"Take me out to play with you"

Karyn

A delightful playmate that talks and laughs

4.99

Exclusive at Wards

11 **What a cheerful chatterbox!** Karyn laughs and says 3 things at random, "You're pretty, am I pretty, too?", "Tell me a story, Mommy" and "Take me out to play with you." She is a pretty toddler with sweet face, big brown eyes and long auburn hair. Can stand alone, has turning head, jointed arms. Lifelike vinyl head, rooted hair, sleeping eyes. Wears "suede" skirt, blouse, panties, socks, slippers. From Hong Kong. Needs 2 "AA" batteries, see p. 328. A Fabulous Value! Ship. wt. 1 lb. 8 oz. Abt. 14½ in. tall.

48 T 11862.....Only 4.99

FABULOUS VALUE

"I sleepy"

Talking Baby Beans

Soft, floppy, huggable Plop her down, she stays!

5.77

12 **Such a cuddly, lovable doll** for pre-schoolers, poses as only a "bean bag" can. Talks to her mommy, too, in a lisping baby voice, says "I like you," "Go bye-bye"—3 different things at random. Just pull her talking ring. Pixieish head with pixie face, blond hair, foam-stuffed body, flannel sleeper. Abt. 12 in. tall.

48 B 10316—Ship. wt. 1 lb.....5.77

A comedy favorite! W. C. Fields

"My little chick-a-dee"

6.99

13 **"Ah, yes, I remember."** It's the familiar voice everyone knows! The grown-ups enjoyed him in the good old days of radio, now the kids enjoy him on TV. Says 8 famous lines at random in his hilarious way, like "Cash on the barrel head," "Beezlebub, I've been hoodwinked," etc. Pull his talking ring. All stuffed cotton —cherry nose, top hat and gloves. About 17 in. tall.

48 T 10324—Ship. wt. 15 oz.....6.99

A SYSTEMS CONTROL HEADQUARTERS is where the action happens and ONLY AT WARDS it's 4 play areas in one—research laboratory with table communications area with bench, storage area with hook and hangers and lookout area. Fits all 12-in. figures (not included). Made of sturdy washable vinyl with full detail in bright colors. When open measures 16x34x45 inches. Folds for carrying, see small view

48 T 24654—Ship. wt. 5 lbs..... 9.99

B BLACK G.I. JOE® TALKING COMMANDER in uniform and boots. Pull dog tag for 8 different commands.

48 T 24449—12 in. Hong Kong. Wt. 1 lb. 5.99

C G.I. JOE® SEA ADVENTURER with accessories shown

48 T 24408—12 in. Hong Kong. Wt. 1 lb. 3.99

D G.I. JOE® TALKING COMMANDER in uniform and boots. Pull dog tag for 8 different commands. 12 in.

48 T 24464—From Hong Kong. Ship wt. 1 lb. 5.99

HOMBRÉ 3.44

"Hombré" means man! Exclusive at Wards, our man Hombré comes dressed in lifelike camouflage uniform complete with boots, pistol, holster, knife, scabbard, rifle, web belt, ammunition pouch, bush hat and crested dog tag. Fits all accessories on this page. Fully jointed—pose him for action. Abt. 12 in.

48 T 24409—Hong Kong. Wt. 8 oz. . . 3.44

J Outfits for 12-inch men-in-the-go include: M.P. with uniform, Marine dress uniform with rifle, Special Forces combat uniform with rifle and Winter Patrol outfit with fur trimmed hooded parka and boots. Figures not incl. From Hong Kong

48 T 24655—Ship wt. 1 lb. 8 oz.....4.29

K Uniform assortment for 12-in. figures includes: Navy dress outfit with rifle and hat, Air Force pilot uniform, West Point Cadet marching uniform and Ski Patrol outfit with skis and poles. Figures not incl. From Hong Kong

48 T 24656—Ship wt. 1 lb. 8 oz. 4.29

E This vinyl carrying case tent is what every "man" needs for camping. Printed inside and out, it contains folding camp cot and chair, portable cooking stove and pack. Window flap opens for scouting, closes for storing. Room for many 12-in. figures (not incl.) Folds for storage and carrying, see small view

48 T 24653—Shipping weight 1 lb. 12 oz. 7.99

F Mobile Support Vehicle has everything to explore alien territory. 2 passenger headquarters (with control panel that works, rotating radar screen and work or light swivel chair or 3 more) extends to ride with detachable canopy. Holds two 12-in. figures (not included). Requires 2 "D" batteries.

48 T 24652—Batteries sold on page 308. Ship. wt. 12 lbs. 4 oz. 16.99

G-H G.I. JOE EQUIPMENT CENTER. Two sets of complementary action accessories. Both sets can be used with any 12-inch figures.

(G Set incl. Underwater Demolisher® Laser Rifle® and Sonic Rock Blaster®

48 T 24669—Shipping weight 1 lb. 4 oz. set 3.99

H Set includes Solar Communicator® Chest Winch® and Rocket Pack®

48 T 24670—Shipping weight 11 oz..... set 3.99

See jeep on p. 301

ACTION FOOTLOCKER [illegible]

48 T 24639 [illegible] 2.99

3-speed high-rise bikes for boys and girls

a WARDS BEST BUY

BEST BUY BECAUSE...

it's our lowest price this year for any 3-speed high-rise bike. And these two sportsters have all the style extras that made the "high-rise" an instant classic on the 'cycling scene!

YOURS FOR ONLY

54.88 EACH

The rakish framed . . . chrome wing-tip fenders . . . rally-striped banana saddle . . . wide-tracking tires . . . these bikes have 'em all! And Wards gives you a plus on pedal power: a 3 speed Shimano gear system provides easy take-offs, effortless get-aways, and high-powered long-distance cruising. The boys' model sports a top-tube console shift lever, the girls' model has an easy-shifting twist grip. Both bikes have caliper brakes on front and rear wheels for positive, sure stops. For safety and security, these bikes meet BMA/6 standards for reflectivity and structural strength.

60 T 30255R—Boys' bike. Gold frame. 1.75-inch front tire, 2.125-inch rear tire. Black saddle, pedals and grips. Ship. wt. 41 lbs. . . . . only **54.88**

60 T 31255R—Girls' bike. Lilac frame. 1.75-inch tires on both front and rear. White saddle, pedals and grips. Ship. wt. 41 lbs. . . . . only **54.88**

Music box
only 1.88
15x30 in. cradle has foam pad, security strap
Sturdy seat converts it to baby swing
Rocks about 60 minutes on one winding

Automatic swing

ONLY 16.99

Grows with baby from cradle to swing! Gently rocks tiny baby in cradle bed, later, sturdy seat converts it to swing. Both pieces are tough, wipe-clean vinyl, reinforced with nylon. Enameled steel stand. One wind ng gives *one long hour* of gentle motion.

66 AT 9696M—About 43 in. high. Ship. wt. 12 lbs. .16 99
66 AT 9698—Music box attachment. Ship. wt 8 oz. .1.88

Baby gifts galore, Fall '73 Big Book, pgs. 1228-35.

Gift wrap ensemble

NOW ONLY **4.99** Was 7.99 '72 Christmas Bk. page 358

Classic gift wrap assortment includes 12 rolls of gift wrap; 6 rolls of quality greaure (60x30 in.), 3 rolls of embossed foil, 1 roll of luxury paper (se roll 30x30 in.) 108 ft of ¾ in. ribbon in 6 colors 21 stick-on bows in tailored, star and fancy shapes, 114 assorted gift trims, cards, folders and seals.

93 AT 2559M—Ship. wt. 4 lbs. . ..... .now 4.99

See Wards gift wrap assortment on page 205.

Kodak color print film

77c and 87c

Your 126 instamatic camera or your 110 pocket instamatic camera needs film for the holidays . . so take advantage of this fabulous film offer now! Stock up on Kodak color print film for those special holiday events. Choose either Kodak easy-load film . . . 12 exposures, each cartridge.

76 AT 1584—126 film. Ship. wt. 4 oz. ..... ea. 77c
76 AT 1540—110 film. Ship. wt. 4 oz..... ea. 87c

See other camera bargains on pages 351–353.

HURRY! Special prices on these 2

Toy typewriter

NOW ONLY **9.87** Was 10.96 '72 Christmas Bk. page 196

Signature Jr. standard typewriter—the perfect "first" typewriter. Light touch mechanism for extra typing ease. Keyboard has 28 keys, 4 shift keys, types 56 characters—letters, numerals, symbols and punctuation marks. Ribbon reverse lever, paper bail, carriage return lever. Durable steel construction with molded plastic housing, hinged cover. About 10x10½x4 in. Ribbon incl. From Japan.

48 AT 15769M—Mailable. Ship. wt. 4 lbs. 3 oz. now 9.87

Children's desks, pages 265 and 283.

Rock'em Sock'em Robots

ONLY 7.99

You've got a ringside seat for the main event! Watch the wild action 'til one boxer ' knocks the other's block off!" Boxers move around ring exchanging punches, jabbing and blocking. You hand-control the punches and keep your man moving to avoid a knockout. A solid right (or left) on the chin pops off head just press it back and start a new round. High-impact plastic, 20x20 in. Hurry, buy . . sale ends December 3, 1973.

48 AT 14859M—Mailable. Ship. wt. 6 lbs. . . . .now 7.99

See more exciting action games on pages 326–331.

Imported Camel Hair

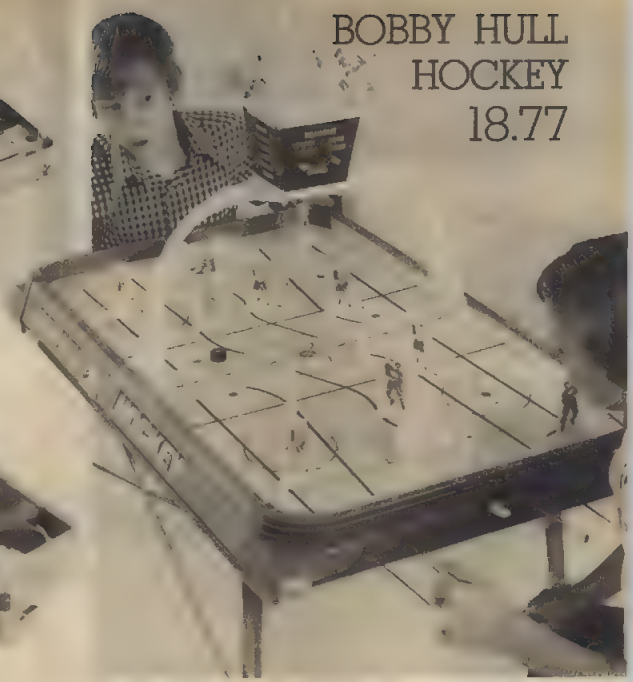
MISSES/JRS. **$42** TALL SIZES **46.20**

Were $60 and $66 in Big Fall Book, page 155. Done with pick-stitched collar and si e-opening pockets. Double-breasted front—turn around, there's a button-trimme half belt. On cotton knit back' g. Milium® insulated acetate lining. Rich camel color. Dry clean. Ship. wt. 2 lbs.

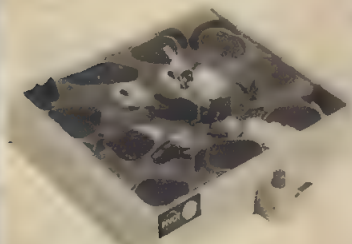
Z2 AT 3880V—Misses/Jrs. Sizes 7–8, 9–10, 11–12, 13–14, 15–16, 17–18. *State size only.* . . . . . now 42.00
Z 2 AT 3883V—Talls (5'7½"–6'). 14, 16, 18, 20, 22. *State size only.* . . . . . now 46.20

See more coats on pages 26 through 29 in this book.

BOBBY HULL HOCKEY 18.77

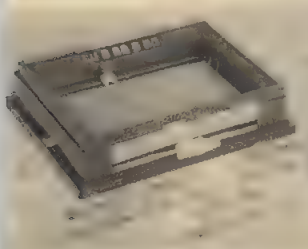


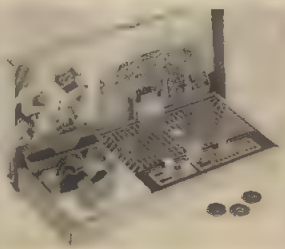
WILT CHAMBERLAIN BASKETBALL endorsed by Wilt the Stilt! You maneuver the 10 plastic players by remote control—they run, shoot, pass, and block. Play from any angle, any position; even use special "free throw" mechanism! New clear plastic backboards keep the ball in play; steel frame shows packed grandstand with working scoreboard (not shown). 18x32x15 in. high. Hardboard court; plastic baskets, ball.
W36 J 3310—Mail/Express. (10 lbs.) . . . **14.99**



PIVOT GOLF by Milton Bradley—brings the excitement of miniature golf right to your den or playroom! Just aim the pivoting mini-golfer, press the lever—sink that shot! Nine-hole course has obstacles to challenge any golfer . . . shoot over, under, around and through. Sink a putt, and ball returns automatically. There's even a trophy that pops up for the winning player. Heavy green felt playing surface, durable molded plastic frame. 23x19½ x4½ inches high. Matchable.
Z36 J 3391—(7 lbs.) . **16.88**

Enjoy all the thrills and excitement of the world's fastest sport! Endorsed by the 'Golden Jet' himself, floor model hockey game puts you in the thick of the action—you push, pull and twirl the rods; players skate, pass, and shoot for a goal. Overhead gondola-style scoreboard has delayed action puck dropper for fair center-ice face-offs, colorful high flying team pennants, cards with names of all NHL teams. Remote action puck ejector returns puck to "ice" after goal has been scored. Fold-away tubular steel legs for easy storage.
Sturdy metal and plastic, 40x28x32 inches high. Mail/Express.
W35 J 3410—(18 lbs.) **18.77**





MONDAY NIGHT FOOTBALL by Aurora. Be where the action is with this computerized electric game—enjoy all the gridiron excitement you see on TV! Match wits with your opponent as both of you select from over 260 different play possibilities. Push 'Readout' button—yards gained or lost flash on field. Includes 2 defense and 3 offense cards, players, yard marker, goal posts and scoreboard. 21x16x3 in. Uses one penlite battery (not incl.)
Z36 J 3446—Matlable. (5 lbs.) **8.99**

TALKING FOOTBALL GAME by Mattel—great for gridiron experts and rookies, too! Pick your strategy, then listen to the "announcer" follow the action play by play. Offense chooses one of the 96 recorded plays, defense dials a move to counter—exciting broadcast tells you yards lost or gained. Incl sportscaster record player, 13 records, rack, scoreboard, moving football, markers, goal posts. Uses one "D" battery, not incl
Z36 J 2680—Matlable. (5 lbs.) . . **9.99**

ROCK 'EM SOCK 'EM boxing robots by Marx . . . "square off" in the ring—test your boxing skill! Dual control levers let you throw uppercuts and move to dodge punches . . . knock off boxer's head to win. To reset for next game, simply push boxer's head down. Rugged high-impact plastic takes plenty of punching. Robots stand 12½ in. high. Ring measures 20x20 inches.
Z36 J 3482—Matlable. (8 lbs.) **9.99**

See page 235 for Spiegel Budget Power terms—No Money Down

save $1 on 6—$3 on 12
colorful no-iron knits

Were ~~7.74~~ 6 for 6.74 Any 2 pkgs. of 3

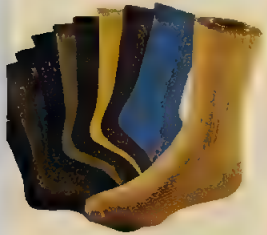
Briefs or T-shirts in pkgs. of 3. . . cut from Fall '73! Kodel® polyester and combed cotton flat knits machine wash, need no ironing. 1 Wine/Burgundy, 1 Gold/Brown, 1 Blue/Navy to pkg. Sizes S(fits 6-8), M(10-12); L(14-16) XL(18-20) Chart 4, p. 237 State 1 size.

CREW NECK T-SHIRTS tailored with taped shoulders, contrast trim. (11 oz. pkg.)

27 J 1351 4 pkgs. 12.48 . . .2 pkgs. 6.74

BRIEFS styled with contrast trim; wide elastic waist, fly front. (10 oz. pkg.)

27 J 1350 . .4 pkgs. 12.48 . . 2 pkgs. 6.74



save on stretch crews

6 prs. in pkg. 3.98 Were ~~4.98~~

Cut from Fall '73! 6 pairs guaranteed to wear 2 years or money back! Polyester, stretch nylon knit rib tops. State 1 size to pkg. (13 oz.

1 Brown, 1 Dark Green, 1 Navy and 3 Black to pkg. Sizes M(6-8½ or L(9-11).

21 J 718 . . . . 2 pkgs. 7.90 . . . . .Pkg. 3.98

1 Gold, 1 Baby Blue, 1 Wine, 1 Brown, 1 Copper, 1 Olive to pkg. M(6-8½), L(9-11)

21 J 719 . . . . .2 pkgs. 7.90 . . . . .Pkg. 3.98

sizes 8 to 16

NFL pjs sport
a guy's favorite team

3.90 each in 2's

Share in the fun and excitement of the NFL! Pullover top has team colors on front, contrast color trim on ribbed collar and long sleeve cuffs. Elastic waist pants have fly front, shape-keeping ribbed anklets. 100% cotton knit machine wash and dry. Color: Off White. Sizes Small(fits 6), Medium(8 or 10) or Large(14 or 16). Chart 4, pg. 237 State catalog number and size. (1 lb. 14 oz.)

BALTIMORE COLTS		KANSAS CITY CHIEFS	
27 J 2402	3.98	27 J 2403	3.98
NEW YORK JETS		DALLAS COWBOYS	
27 J 2404	3.98	27 J 2405	3.98
GREEN BAY PACKERS		DETROIT LIONS	
27 J 2406	3.98	27 J 2407	3.98
MINNESOTA VIKINGS		CHICAGO BEARS	
27 J 2408	3.98	27 J 2409	3.98
MIAMI DOLPHINS		WASHINGTON REDSKINS	
27 J 2400	3.98	27 J 2401	3.98

SAVE! Shipping weight 1 lb. 14 oz. Any 2 for 7.80

See page 235 for Spiegel Budget Power terms—No Money Down

ACTION CHRONOGRAPHS/WATCHES by BREITLING and WAKMANN

[A] **BREITLING 7-JEWEL STOPWATCH** . . ⅕ Second. Start, stop, continue from crown. Returns to zero from side button
917/WK1397 . . . . . .$24.00

[B] **7-JEWEL STOPWATCH** . . . 1/10 Second. Start, stop, continue from crown. Return to zero from side button.
918/WK1397 . . . . . .$24.00

[C] **CHRONOGRAPH by BREITLING** . . . for measuring events of long duration. 17-jewel movement. 30-minute and 12-hour registers. Gold plated top, stainless steel back
8104/WK7997 . . . . . $130.00

[D] **CALENDAR CHRONOGRAPH by BREITLING** . . . Unusual design with 45-minute register and calendar. Stainless steel case and buckle bracelet. Dependable 17-jewel movement. Water resistant.
592/WK4897 . . . . . $90.00

[E] **Men's Sport Diver watch by Wakmann** to 6 atm. with calendar
7300M/WK1747 . . . . . .$29.95

FUN FILLED GIFT WATCHES FOR CHILDREN by BRADLEY

Time by BRADLEY TIME

132 — SPACE EXPLORER® Blue background has rotating inner dial with spaceman and capsule. Chrome case. Matching expansion band.
132/BR937 . . . . .$14.50

2810 — MIGHTY MOUSE® Colorful character with its like hands. Chrome case. Red vinyl strap for girls
2810/BR937 . . . . . $14.50
3025 — MIGHTY MOUSE — Black strap for boys
3025/BR937 . . . . . .$14.50

2806 — CINDERELLA® - Cinderella in full color on dial. Fashion strap, yellow case 2 extra straps.
2806/BR997 . . . . . .$15.50
2805 — CINDERELLA — Individual watch only
2805/BR937 . . . . . .$14.50

197 — TIME TEACHER® — Boy's. Chrome case, leather strap. Patented system teaches children to tell time
197/BR947 . . . . . .$13.50
238—TIME TEACHER—Girl's. Yellow finish case
236/BR937 . . . . . $14.50

3008—HOT WHEELS® Rotating inner dial features 2 racing cars. Checkered hands, bold white numeral dial. Chrome case, black strap.
3008/BR937 . . . . . .$14.50

2608 — BARBIE® — Barbie in full color on dial. Colorful bezel, matching strap. 2 extra straps
2608/BR997 . . . . . $15.50
2655 — BARBIE — Individual watch only.
2655/BR937 . . . . . .$14.50

HAMILTON
Precision Movements

Rhapsody®

Solid 14K Gold Hand-Assembled Bracelet Watches

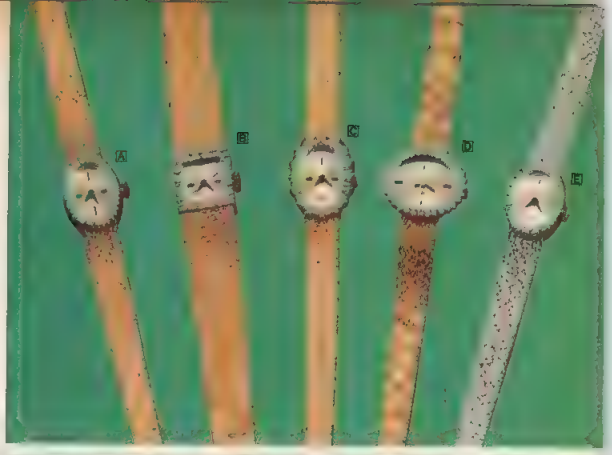
A 20-Diamonds in 14K yellow gold oval case and bracelet. ½ ct. T.W.
737-2/RH25750 . . . . $450.00

B 20 Diamonds in 14K yellow gold square case and bracelet. ½ ct. T.W.
725-2/RH38750 . $675.00

C New oval 14K yellow gold case and bracelet with 16 diamonds. ½ ct. T.W.
740-2/RH31750 . $599.00

D 32-Diamond 14K yellow gold oval case and bracelet. ½ ct. T.W.
741-2/RH33250 . . . . $625.00

E 20-Diamonds in 14K white gold oval case and bracelet. ½ ct. T.W.
738-2/RH25750 . $450.00



BENRUS

SMART NEW STYLES
WITH EASY-TO-READ DIALS

F **BENRUS CAL. ELECTRONIC SCORPION** . . . Finest Swiss electronic movement. Highly accurate transistorized never needs winding. Power cell runs for one year. Automatic calendar. Water resistant stainless steel skin-diver case with rotating bezel ring. Sweep second hand luminous hands. Stainless steel adjustable bracelet with ratchet clasp adjustment.
1490/BE4773 $99.95

G **BENRUS CAL. ELECTRONIC DESTROYER** . . . Finest Swiss electronic movement. Transistorized, never needs winding. Power cell runs for one year. Automatic calendar. Water resistant. Yellow top stainless steel back. Sweep second hand luminous hands. Heavy link bracelet adjustable ratchet.
1489/BE3997 $79.95

H **BENRUS TECHNIQUARTZ DAY DATE I** . . . Solid state electronic quartz watch utilizing the latest integrated circuit technology. Power cell runs for one year. Anti-magnetic. Day and date adjustment. Sweep second hand pulses once a second. Luminous hands. Water resistant case of yellow top, stainless steel back. Adjustable heavy link bracelet with ratchet clasp.
1495/BE7497 $99.95

J **BENRUS TECHNIQUARTZ DAY DATE II** . . . Electronic quartz watch utilizing the latest integrated circuit technology. Anti-magnetic day and date adjustment. Sweep second hand pulses once a second, luminous hands. Water resistant case of yellow top, stainless steel back. Adjustable heavy link bracelet with ratchet clasp.
1500/BE7497 $99.95

K **BENRUS ELECTRONIC DUCHESS-Y** . . . Finest Swiss electronic movement. Never needs winding. Power cell runs for one year. Automatic. Water resistant case of yellow top stainless steel back. Sweep second hand luminous hands. Adjustable heavy link bracelet with ratchet clasp.
1496/BE4497 $89.95
ELECTRONIC DUCHESS-W Same as above with white top
1497/BE4497 $89.95

ELECTRONIC QUARTZ WATCHES

brother SUPER-POWERED ELECTRICS

GUARANTEED 10 YEARS

Parts and factory defects replaced within 10 years. Free parts and service within (90) ninety days.

SUPER-POWERED ELECTRIC WITH ELECTRIC CARRIAGE RETURN AND WIDE 12" CARRIAGE Here's a rugged office featured typewriter that has everything you'll ever need! And it does everything electrically, too. Compare these built-to-last features. Equipped with fully electric cushioned power carriage return, electric shift key, 6 electric repeat characters, 3 electric repeat keys and a full 88 character office keyboard. Has tabulator, automatic repeat spacer, touch control, half-space ratchet, 2-color ribbon and stencil position. Contour-shaped molded carrying case. An extraordinary value in every way. Wt. 24 lbs.

Q21—BROTHER—15995 Picalite . Retail **199.95**

SUPER-POWERED ELECTRIC WITH AUTOMATIC CARRIAGE RETURN Has standard size carriage. With lid cover carrying case. All other features same as above model.

Q22—BROTHER—12995 Picalite . . Retail **169.95**

POWER-ELECTRIC TYPEWRITER WITH ELECTRIC REPEAT KEYS AND AUTOMATIC REPEAT SPACER Here's truly something special. It has all the quality, convenience features and value you're looking for. Equipped with a full 88 character office keyboard, 3 electric repeat keys and 6 electric repeat characters. Has automatic repeat spacer for greater convenience. Also tabulator, half-space ratchet, touch control, 2-color ribbon and stencil position. Lid cover carrying case included Wt. 24 lbs.

Q23—BROTHER—10995 Picalite . Retail **149.95**

SAMPLE OF TYPE STYLES
Picalite type
Pica type/Elite type

BUDGET-PRICED ALL STEEL PORTABLE TYPEWRITERS

RUGGED LIGHTWEIGHT TYPEWRITER An incomparable value for pros or students. Has full office keyboard features. 84 characters, instant margins, jam release key, line drawing aperture, 2-color ribbon and stencil position Lid cover carrying case included You can't buy more solid performance and dependability at the price. Wt. 14.4 lbs.

Q24–BROTHER–3995 Picalite . . Retail **49.95**

FULL-FEATURED COMPACT Key set tabulator and automatic repeat spacer. Has 88 character keyboard, jam release key, touch adjustment, half-space ratchet, instant margins, 2-color ribbon and stencil position Also variable line spacer and line drawing aperture Deluxe key lock carrying case. None can compare with this all-steel portable. Wt. 18.5 lbs.

Q25–BROTHER–7995 Pica . . . . . Retail **89.95**
Q26–BROTHER–7995 Elite . . . . . Retail **89.95**

ALL-STEEL ELECTRIC

HEAVY DUTY POWERHOUSE OFFICE ELECTRIC Full 13" carriage. Has electric automatic carriage return, electric 88 character office keyboard, key-set tab, 6 electric repeat characters and electric space bar Features 10 position copy and touch control, instant set margins, 2-color ribbon and stencil position. Has all the quality and convenience features of models selling for much more Wt. 35 lbs.

Q27–BROTHER–21995 Pica . . . Retail **289.95**
Q28–BROTHER–21995 Elite . . . Retail **289.95**

GIANT TINKERTOY

Bright, colorful Giant Tinkertoy exercises the imagination!

(A) FERRYBOAT GIFT SET. Ship ahoy with the mighty Matchbox car ferryboat! Comes with 6 superfast "Matchbox" cars which can be driven on or off ferry over the loading ramp. Ferry rolls on its own built-in wheels or floats across water.
C09-Lesney-359 (1 lb.) **$4.95**

(B) WILD ANIMAL CIRCUS. Mighty 3 ring circus on wheels features 6 life-like wild jungle animals, all riding in richly decorated giant size trailer. Includes Leo Lion with cub, Jumbo Elephant with calf and Tony Tiger with cub. Cage doors open. Rugged steel construction with hi-impact plastic animal figurines.
C07 BuddyL-897 (9 lbs.) **$13.95**

(C) GIANT TINKERTOY. A new dimension in creative construction. Exciting giant tinkertoy constructions are 64 times the size of regular tinkertoy models. Helps build awareness of spatial dimensions. Offers unlimited creative possibilities. 52 rods in 5 different lengths, 38 spools in 5 sizes. 90 colorful pieces in all let you construct nearly anything the imagination can conceive. All pieces are color-coded to the diagrams in instruction book. Safe, sturdy construction — use indoors or out.
C03-ChildGuidance-2095 (23 lbs.) **$29.95**

(D) TOM THUMB DELUXE CASH REGISTER. Young merchants ring up the sale, figure the amount on tape, drawer opens and bell rings. Tape may be torn off and given to customer. Features sturdy steel construction. Paper tape automatically extends any time drawer is opened. Extra rolls of tape provided. 7½" high.
C04-WestStamp-549 (3 lbs.) **$8.95**

(E) SAFETY SEAT PONY PAL. Convertible walker-trainer has removable safe-t-seat. Can also be used as rocker by removing casters. With pony bell and busy hat. Colorful non-toxic construction. For sub-preschoolers 6 months and older.
W06 Remco-1367 (13 lbs.) **$19.95**

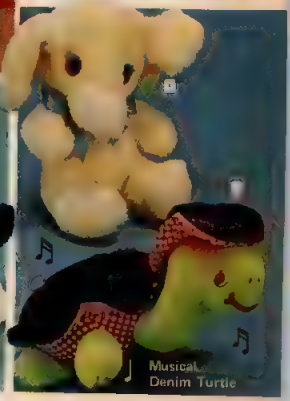
(F) TELE-PHONE TRAVELER. New toddler truck gives hours of fun for youngsters. Receiver/top lifts off to reveal 10 multi-colored buttons. Bell rings in receiver when buttons are pushed. Color coded phone book stores inside. Curled phone cord doubles as pull cord. 8½x6x6½" high.
C28-Tonka-449 (3 lbs.) **$6.75**

(G) PLUMP TOMATO PUMPER. Child tested for fun with boys and girls 6 mos. to 3 years old. Cute Perry Pear face up front. Cord keeps removable top with toy. Removable ladders give added play value. Life-time wheels of soft vinyl. 7¾x6¼x6" high.
C21-Tonka-319 (3 lbs.) **$4.75**

(H) TODDLER TRUCK WITH PHONE. It's a truck for riding in; it's a chair to sit on; it's a truck for hauling. Has toy phone with retractable dial and bell on side of truck. Storage area under lift-up seat. Body of hi-impact styrene. 13½x12x10½" high.
C15 Playskool-997 (4 lbs.) **$14.95**

(J) KINDERGARTEN WOOD BLOCKS. Colorful wood blocks give youngsters hours of fun, provide creative expression. Complete 83 pc. set has 4 doublongs, 10 oblongs, 10 squares, 6 diamonds, 6 pyrams, 6 half pillars, 4 columns, 4 triangles, 3 roof boards, 2 ramps, roman arch, half circle, 3 cars, 3 animals.
C14-Playskool-1057 (14 lbs.) **$14.95**

(K) SSP PEE WEE RAMP ACTION SET. Exciting stunts and action for pre-schoolers! Send train and fire engine over and under ramp, into obstacle barrels, or between them. Garage area under ramp. Removable fire chief and engineer.
C28-Kenner-647 (4 lbs.) **$10.95**



Delightful Toys for the Younger Child

(A) WEEBLES AIRPORT Five little Weebles and their luggage and their own fleet of planes — helicopter, airliner and private plane. With hangar that opens and office inside.
C36 Hasbro-1087 (6 lbs.) **$15.95**

(B) THE POTTS FAMILY DELUXE SET Unbreakable polyethylene pots decorated with lively designs. 12 pieces include saucepan and cover, frying pan, coffee pot, spoon, 4 pieces of fruit. Indoor & outdoor fun.
C03-Worcester-329 (3 lbs.) **$4.95**

(C) PLAY FAMILY BARN Big red barn and silo hold a variety of farm figures and equipment, plastic animals with flexible moving parts. Barn door opens with "moo-oo" sound. Silo has removable top. Finest wood & plastic. Educational. For ages 2-6.
W05 FishPrice-998 (7 lbs.) **$14.95**

(D) PLAY FAMILY FUN JET Plastic plane rolls on 6 balloon tires, makes "whirring" jet sound as it's pulled. Door lowers. 4 family members, 2 pieces luggage fit inside. Age 2-6.
W02-FishPrice-419 (3 lbs.) **$6.50**

(E) PLAY FAMILY SCHOOL BUS. 7 children, color-matched to seats, load and unload through hinged door. Engine makes noise, driver looks around, bus looks up and down. Age 2-6.
W05-FishPrice-419 (3 lbs.) **$6.50**

(F) SNOOPY POWER TOOTHBRUSH. Brushes really clean! Safe to use, powered by D batteries (not incl.) With 2 brushes.
C22 Kenner-597 (2 lbs.) **$7.95**

(G) SNOOPY IN THE MUSIC BOX Just turn the crank for happy music and up pops the favorite Peanuts character.
C29-Mattel-277 (2 lbs.) **$4.25**

(H) ANIMATED MUSICAL SITTING PUP Made of finest quality plush with moving head. Music box. 9" high.
C10-KnickToy-419 (2 lbs.) **$6.50**

(J) MUSICAL DENIM TURTLE. Finest quality plush with denim fabric body and hat, safety locked-in eyes. 14" long. Music Box.
C09-KnickToy-419 (2 lbs.) **$6.50**

(K) PEANUTS® THE ELEPHANT Nothing matches the "ugability" of this 15" cuddle elephant. Made of maize color extra-soft acrylic pile plush with blue locked-in safety plastic eyes, felt mouth & eyelashes, blue satin ribbon.
C10-Commwealth-397 (2 lbs.) **$5.95**

(L) MUSICAL ANIMATED CASPER. The friendly ghost" is 12" high, covered in soft white rayon pile plush with red-and-white polka dot neck scarf, locked-in button eyes. Casper gaily nods his head to tune of music box hidden within.
C07 Commwealth-429 (2 lbs.) **$6.50**

(M) MUSICAL ANIMATED TEDDY BEAR. Wind the key and watch Teddy move his head to and fro to lullaby tune from music box hidden inside. 12" high. Brown rayon plush covering; yellow plush lined ears and feet, button eyes, vinyl snout. Satin ribbon.
C04-Commwealth-429 (2 lbs.) **$6.50**

Kodak and Polaroid
LOOK AT WARDS LOW PRICES

Polaroid Colorpack camera outfit

36.57 4-pc. outfit

- Takes big 3¼ x 4¼-inch color pictures in 60 seconds, black and white in 15 seconds
- Built-in flash assembly uses either standard or Hi-Power cubes for flash pictures up to 12 feet away
- Built-in development timer signals when picture is ready, eliminating under- or over-developed pictures

Polaroid Colorpack camera outfit gives you all you need to start taking instant pictures. Electric eye and electronic shutter set all exposures automatically. Selenium focusing lens gives you sharp, clear pictures. Convenient rangefinder helps determine best distance for most shots, focused flash adjusts light automatically for precise, perfect flash shots. Easy pack film-loading gives you 8 pictures per pack. Outfit includes camera, color film, 3 flash cubes and carrying case.

76 T 120—Ship. wt 5 lbs . . . . . outfit **36.57**
76 T 119 -Colorpack camera only. Wt. 3 lbs. . . **28.47**

Kodak camera outfits

Pocket Instamatic 20

now only **44.47** 5-pc. outfit

- Takes big 3½ x 4½-inch prints or 30mm slides
- Electronic flash saves money on flashcubes

SAVE $5 on this Pocket Instamatic 20 outfit. Camera has pre-set f/9.5 lens—just aim and shoot. Outfit includes Pocket 20 camera, flash cube extender (eliminates annoying "red eye" when using flashcubes), Kodacolor II film, electronic strobe flash attachment (for flash pictures without cable), vinyl camera case. Sep. would be 49.61.

76 T 99—Ship. wt 1 lb. 14 oz . . . . . outfit **44.47**
76 T 90 Camera only. Wt. 12 oz **21.87**
76 T 3234—Strobe flash only Wt. 1 lb. 2 oz. **23.88**
76 T 235—Pocket camera case. Wt 8 oz. **2.99**

Wards Magicubes give you 12 flash shots per package of 3
67 T 3122—Ship. wt. 3 oz . . . . . pkg **1.33**

Pocket Instamatic 30

now only **58.87** 5-pc. outfit

SAVE $7 on Pocket Instamatic 20 outfit. Camera takes full-size 3½ x 4½-inch pictures or 30mm slides. CdS electric eye and electronic shutter automatically adjust the exposure for perfect shots every time. Takes flash shots from 5 to 10 feet. Sharp f/9.5 lens is preset from 5 ft. to infinity. Outfit incl. Pocket Instamatic 30 camera, Kodacolor II film, flashcube extender, electronic flash and case. Ship. wt 2 lbs.

76 T 74 Separately would be 65.99 . . . outfit **58.87**
76 T 91—Camera only Ship. wt. 14 oz **37.67**

Save $5 to $7

WHAT A PRICE!

17.88

New Kodak Pocket Instamatic 10 is smaller and lighter, so easy to use! Takes full-size pictures, no setting required. f/11 recessed lens. Outfit incl. camera, flashcube extender, Kodacolor II film, magicube.

76 T 70—Ship. wt. 12 oz. . **17.88** *Alls. 353*

Wards segment SHIFT portable . . . the perfect gift for everyone on your list!

Cut $20

58.88

Pica or Elite

Pica, Elite, also *Script*

- SEGMENT SHIFT: When the shift key is pressed, the unit of keys moves into position, not the carriage. The carriage doesn't bounce so the machine stays perfectly aligned giving evenly typed lines
- ADJUSTABLE TOUCH CONTROL coordinates the keyboard to your individual finger pressure
- CARRIAGE-LENGTH TABULATOR sets and clears anywhere across the page to type columns

A gift that goes on giving—our portable typewriter is packed with all the most-wanted practical features. Paragraph indentation function automatically aligns paragraphs. 1, 1½ and 2-line vertical spacing plus variable roller. Horizontal ½-space key for correcting errors. Full 88 character keyboard; eye-level, centered margins. 2-color ribbon, stencil cutter. Sleek, low-profile high-impact housing is self-enclosed with lid that clicks firmly shut. Choice of 3 type styles—pica, elite or Script for an elegant, handwritten look. From Spain. Ship. wt. 15 lbs. Prices reduced from the '73 Fall Book, pg. 605.

67 T 8060M—Pica type. Was 78.99, now **58.88**
67 T 8061M—Elite type. Was 78.99, now **58.88**
67 T 8062M—Script type. Was 83.99, now **63.88**

Electric portable with POWER RETURN

Save $28

159.88 cash or $7 monthly Complete Credit Terms, pgs. 383, 384

Our best portable electric typewriter has POWER RETURN that automatically zips the carriage back to the next typing line. Other deluxe features include power shift, electric repeat keys (xxx, ---, ———), electric space bar and back space. 88-character keyboard has ¢ = and ¼ keys. 1, 1½, 2 and variable line spacing; horizontal ½-space. Carriage-length tabulator, adjustable touch control; copy control for up to 10 carbons. Wide 11-in. carriage, 2-color ribbon, stencil cutter. Aluminum housing; Cycolac® plastic case incl. From Japan. UL listed. Was 187.99, '73 Fall Book, page 604. Shipping weight 30 lbs.

67 T 8156 R—Pica type . . . . . now only **159.88**
67 T 8157 R—Elite type . . . . . now only **159.88**

129.50 Phone-mate® answering service . . . on active duty 24 hours a day!

- Answers your phone with a pre-recorded message in your own voice, records incoming messages
- No special installation necessary—just plug it into a jack

Phone-mate answering service lets you make the most efficient use of your time—you'll never again have to miss important calls or be disturbed by unwanted calls. It's an extension of your personality—answers with your own message up to 30 seconds in length, allows 30 seconds for incoming messages, stores up to 20 messages on the built-in recorder. Dual tape system plays back only the stored incoming messages. Use with touchtone, wall, princess phones, any phone except multi-line—plugs into an ordinary 4-prong telephone jack. Comes with microphone, complete operating manual, connector plug and 4 "D" alkaline batteries. Handsome grained walnut veneer cabinet is 9½x12x5½ inches. It's an extra-special gift that will offer efficiency and convenience throughout the year!

67 T 8510—Ship. wt. 10 lbs. 129.50

"CHARGE IT"
No Monthly Payment 'Til Feb. If You Order By Nov. 15. For Terms Relating to Deferred Payment See Pgs. 383-384.

CASUAL CERAM®

GENUINE STONEWARE

Cook and serve in Casual Ceram's extra-strength, chip resistant, hand-decorated, satiny-finished, colorful, oven-proof, dish-washer and detergent safe stoneware.

45 piece service for 8—
8 each dinners, salads, soups, cups & saucers. 1 each —covered sugar, creamer round vegetable bowl, round platter

ONDINE. Shades of green, brown, and aqua surround a deep brown center
9029/LS3744 (46 lbs.) $60.00

MAJESTIC. Dark brown center design on cocoa background. Mediterranean outer design on white in cocoa and mustard to match outer rims.
9909/LS3744 (46 lbs.) $60.00

COMET. Soft white swirls outlined in clay brown on mustard background, enhanced by black dots. Outer rim matching in clay brown.
9911/LS3744 (46 lbs.) $60.00

GALAXY. Brown brush design on rings of gold bronze with olive border
9007/LS3347 (46 lbs.) $55.00

ROMANEE. Simple border of green and brown surrounding a pure white center.
9009/LS3347 (46 lbs.) $55.00

REGENCY. Brown and green, center design with various shades of brown bands around it.
9012/LS3744 (46 lbs.) $60.00

Introducing **Our New Licensed Characters**
UNBREAKABLE BANKS

©WESTERN PUBLISHING CO.

GB 101 "POKY PUPPY" GB 102 "SHY LITTLE KITTEN" GB 103 "TAWNY SCRAWNY LION"

GB 100 "GOLDEN BOOK ASST." Average Size 10½" 1 dz./ctn. Wt./dz. 14 Lbs.

©WALT DISNEY PRODUCTIONS, INC.

WD 201 "MICKEY MOUSE" WD 202 "DONALD DUCK" WD 203 "PINOCCHIO"

WD 200 "DISNEY ASST." Size 11½" 1 dz./ctn. Wt./dz. 14 Lbs.

RA 501 "RAGGEDY ANN" – 11" RA 502 "RAGGEDY ANDY" – 11"

©BOBBS MERRILL PUBLISHING CO.

RA 500 "RAGGEDY ANN & ANDY ASST." 1 dz./ctn. Wt./dz. 16 Lbs.

©LARRY HARMON PICTURES CORP.

LH 401 "LAUREL" – 14" LH 402 "HARDY" – 14"

LH 400 "LAUREL & HARDY ASST." 1 dz./ctn. Wt./dz. 16 Lbs.

Beautifully sculptured ... strikingly decorated in non-toxic colors. Ceramic-like glaze finish ... stays clean ... made of specially formulated vinyl. Holds hundreds of coins ... removable plug on each unit.

©1973 P.P.I.

PLAY-PAL Plastics, Inc.
SUBSIDIARY OF MY-TOY COMPANY INC.
200 FIFTH AVENUE • NEW YORK, N. Y. 10010 • (212) 929-0915

S-O-L-O with gas-powered plane and 'copter

Zoom from rookie to sport pilot with new F-1 Sport Trainer by Cox. High stability wing forgives mistakes, but flight controls respond to every command. Wide-stance landing gear helps smooth out roughest landings. Easy-start Cox .049 engine. Long racing engine cowling, swept back wing leading edges, super clean wheel spend fairings, tinted faired-in canopy, bullet spinner. About 24¼x23x23¼ in. Wingspan, 24 in. Sleek aerodynamic shape; speed stripes.

48 T 17007 M—Ship. wt. 3 lbs. 12 oz..... **9.99**

COX F-1 Sport Trainer

Do Loops, Dives and Wingovers

9⁹⁹

New! "Spirit of America" 'copter soars up, up, and away, its free flight powered by Cox .020 engine. Arrives assembled: just snap the fluminated fuselage onto the rotor assembly (rotor span, about 20¼ in.). Spring starter, fuel tank, propeller. Landing gear/wheels, filler cap, hoses. Glow clips, more; instructions. About 6¾x6½x9¾ in.

48 T 17020 M—Ship. wt. 3 lbs. 5 oz..... **12.88**

"Spirit of America" Helicopter

12⁸⁸

Starter Kit 3.69

Contains everything you need for starting and running Cox gas powered models. Includes ½ pint custom blend fuel, 1½-volt battery; fuel cap with stainless steel strainer, filler hose, glow plug clip and set of .049 engine wrenches. Order for helicopter, Sport Trainer and Command Jeep.

48 T 17005—Ship. wt. 1 lb. 9 oz..... **3.69**

Like Patton's! The Command Jeep

10⁹⁹

- Cox .049 engine
- Recoil starter
- Adjustable steering
- Runs free, needs no tether

Charge over mud and sand with the Command Jeep! It's the workhorse that won fame from North Africa to Okinawa. Generals George Patton and "Howlin' Mad" Smith commanded originals—you be General with this authentic replica. Cox .049 engine with heat sink cooling supplies power to deep-cleated military style tires. 28:1 gear ratio, gear shift lever. Molded in impact-resistant styrene, in army olive-drab. Has command "radio set," Jerry gas cans, combat lights, entrenching shovel, axe, carbine holster, fold-down windshield. Goes straight or in predetermined arc left or right.

48 T 17405—About 5⅝x3¼x1⅛ in. long. Ship. wt. 2 lbs. 5 oz.... **10.99**

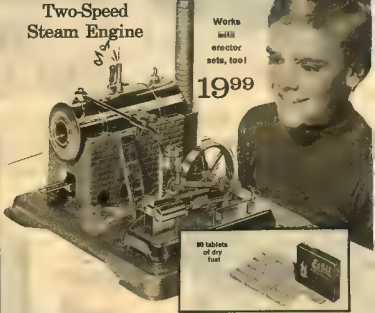
"Charge It" No Monthly Payment Until Feb. if your Order by Nov. 15.

For terms relating to Deferred Payment, see pgs. 383-384.

Two-Speed Steam Engine

Works with erector sets, too!

19⁹⁹



80 tablets of dry fuel

Our super steam engine is powered by dry fuel tablets (incl.). Engine features a power take-off pulley, spring belt, 3-in. flywheel, safety valve, throttle valve, whistle, centrifugal governor, reversing lever, double action slide valve type stationary cylinder, water level window, ladder. 6x1½-in. diam. boiler is mounted on 10x11½-in. base. Engine parts, solid brass boiler—polished nickel finish, mounted on embossed "brick" firebox—steel base.

48 T 17901—Ship. wt. 4 lbs. 14 oz..... **19.99**

48 T 17902—**80 dry fuel tablets.** West Germany. Ship. wt. 12 oz.... Pkg. **1.98**

Telephone your order now . . . for this easy way to shop, see page 390.

BEST FRIENDS

ARE FOR TAKING WALKS AND SHARING LITTLE SECRETS

32-inch Curlee Walker 9.99

1 Curlee is ready and willing to be your friend. She's a really-truly "grown-up" doll standing 32 in. tall. Even walks hand in hand! And she's very sophisticated . . . always ready for parties in her full-length granny gown. Her long rooted hair sets in dozens of styles; washes, curls, combs just like real, swings straight or piles high . . . does anything in between. Curlee is made of fully jointed vinyl to move realistically; and she has look-alive eyes that really open and shut.

Z36 J 3695—Mailable. Shpg. wt. 5 lbs. 9.99

32-inch Talking Walker 11.99

2 Meet Wispy, a big-girl doll, who's anyone you want her to be . . . sorority girl, fashion model, Hollywood starlet . . . or your best friend. A 32-in. playmate that's almost like real. Walks alongside (just lead her gently) . . . says 8 different phrases (just pull her cord). Long, beauty hair securely rooted for washing, combing, setting. Wispy is fully canted vinyl and has open-and-shut eyes. She's dressed in a poncho and denim slacks for on-the-go fun.

Z36 J 3696—Mailable. Shpg. wt. 6 lbs. 11.99

See page 235 for Spiegel Budget Power terms—No Money Down

Dippity-flip—it's grandma!

Dippity-flip—it's the wolf!

3-in-1 Red Riding Hood

Dippity-Flip her over . . . and Red Riding Hood turns into Granny, then into the Big Bad Wolf. 20-inch wipe-clean fabric body is cotton-filled. Wears colorful permanent-press dress; fireproof hair.

Z36 J 3811—Mailable. (3 lbs.) . . . . . .

Mary Poppins

1

2

Campbell Kids

3

4

5

ALL THE CHARACTERS

1 MARY POPPINS wants to live at your house! 12-inch vinyl merry Mary is fully jointed, has rooted hair and lifelike eyes. With three extra outfits and accessories, she's supercalifragilisticexpialidocious!

35 J 3017 (2 lbs. 3 oz.)

2 THE CAMPBELL KIDS . . . a soup-er pair of playmates. They're polyester and cotton, all plumped up with non-allergenic polyester stuffing. Great for even little kids 'cause all buttons and trim are secure. 15½ inches tall. (2 lbs. 11 oz.)

35 J 3042 . . . . . Pair 5.88

3 LITTLE LULU rag doll . . . a comic strip friend come to visit. Her cute 20-in. cloth body is filled with cotton . . . and she wears her favorite red dress and beret! Dainty white pantaloons, red socks, brown shoes, too. Mail

Z36 J 3039—(3 lbs.) 5.77

4-5 POPPIN' AND POPPIE. Fresh from Pillsbury. Cuddly pair of soft cotton velour over polyurethane foam . . . bound to delight kids. Trim, firmly attached. Poppin', 11 in. tall; Poppie, 9 in. Machine wash. (13 oz. ea.)

35 J 3609—(4) POPPIN' 3.77

35 J 3610—(5) POPPIE . 3.77

6 MRS. BEASLEY by Mattel. Buffy's 22-in. friend says 11 different phrases. She wears a colorful house-dress with removable apron, collar and granny glasses. Vinyl head, hands; cotton-filled cloth body. Mail.

Z36 J 3632—(5 lbs.) 9.99

7 SWEET SHIRLEY TEMPLE by Ideal . . . she's a star in her own right!

16½-inch little girl in curls has a fully jointed vinyl body and lifelike rooted hair. She's dressed in frills to delight young audiences. (1 lb. 11 oz.)

35 J 3877 . . . . . 8.99

When you head where it's happening, take along our

Portable PA System

and make yourself heard! Battery run—works anywhere. Carry it there in its bold black and white case

11.99

Because it's battery operated you can take this PA system where it's happening—school get-togethers, friends' parties, or when conducting a rally. Transistorized amplifier is really powerful. Professional 360° omni-directional microphone lets you blast it out any way you turn. Volume control with on-off switch. Solid state circuitry. Bold black and white case with handle lets you take it along. Needs one 6v. lantern battery (order on page 308). About 12½x10½x3½ in.

48 T 37000—Ship. wt. 3 lbs. 8 oz. **11.99**

Super as a gift from David!

Double Cutaway Guitar

looks just like his, has his picture and signature

6.66

Pick a guitar like David's and look like you really know the musical score. Not only does this double-cutaway beauty look like the guitar he plays on TV's The Partridge Family, it's got David's full-color picture and signature on the white scratch plate. Sounds great, too—clear and mellow. The design includes 3 nylon and 3 wire-wound strings, metal gear pegs for micro-tuning. Accurately fretted fingerboard and position marks. Complete with shoulder cord, instruction book, pick. Molded plastic body and neck. 30 in. long.

48 T 36604 M—Ship. wt. 3 lbs. 8 oz. **6.66**

DAVID CASSIDY
seen on TV in
The Partridge Family

Even if you never took a lesson, sit down and play

Wards Junior Spinets

Color coding is the key to instant music making

23.99 and 13.66

(A) (B) **Youngsters play these pianos without lessons** in just minutes. They just match the color-coded keys to notes in the music book that's included. Styled like adult pianos, each is chromatically tuned to include sharps and flats. Precision ground steel alloy wired. Sturdy plyboard construction with wood legs, foot blocks and bench about 10 in. high. All in walnut finish. Pianos shipped completely assembled, are ready to play.

(A) 37-key spinet piano with 3-octave range. Heavy steel tone bar. Piano size is about 22⅝x10½x20¼ in. high. Moveable to some locations. See page 387.

48 T 36411 A—Ship. wt. 22 lbs. **23.99**

(B) 25-key spinet piano, with 2-octave range. Cast-iron tone bar. Piano size, about 10x16½x18 in. high. Moveable to some locations. See page 387.

48 T 36410 A—Ship. wt. 16 lbs. **13.66**

(B) 25-key spinet/bench **13.66**

(A) **23.99** 37-key spinet/bench

328 BACKS

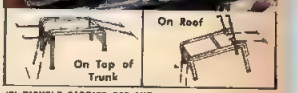
Bicycles International

Bicycles have delighted children for a long long time. Adults now recognize and share this delight. These bicycles are the most modern and good looking on the market today. They conform to all the new safety standards for maximum safety. Made for long lasting fun and durable wear.

(A) LIGHTWEIGHT 3-SPEED BIKES. The bike that "grown-up" kids will love to own. The perfect birthday or special occasion present. This Deluxe model has all the options and will please and delight your child. Sturdily made this bike will stand up to rugged wear. Features 3-speed grip twist gears and front and rear caliper handbrakes. Bright chrome front and rear fenders, white sidewall tires. White pedals. Handy touring bag. Chainguard. Two-toned saddle. Kickstand. Bright finishes.

Girl's 26" Model.
X06-Shapiro-5995 (40 lbs.) **$91.95**
Boy's 26" Model.
X05-Shapiro-5995 (40 lbs.) **$91.95**

BICYCLES CONFORM TO SAFETY STANDARDS



(C) BICYCLE CARRIER FOR AUTO. Now, the same bike carrier can be installed to carry one or two bikes in your choice of 3 positions 1) on top of the trunk, 2) over the bumper, 3) on the roof. Tubular aluminum frame with rubber feet to protect car's surface. Nylon lashing straps.
L08-MarketForg-979 (6 lbs.) **$15.95**

Additional Quality Bicycles by

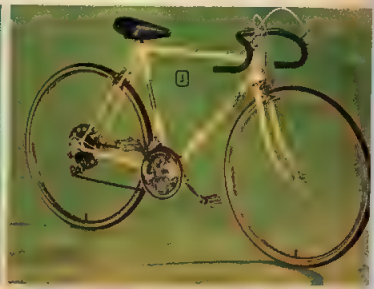
AMF

And Others Displayed in Our Showrooms

(D) ROADMASTER JR. 20" BICYCLE WITH PNEUMATIC TIRES. Convertible to Girls Model
X14-AmMachine-3949 (36 lbs.) **$59.95**
ROADMASTER JR. 16" SIDEWALK BIKE. Convertible, puncture-proof tires.
X16-AmMachine-2797 (34 lbs.) **$41.95**
(G) BOY'S 20" HI-RISER. w/front handbrake plus safety Coaster Brake.
X01-Shapiro-4149 (35 lbs.) **$64.00**
GIRL'S 20" HI-RISER. w/front handbrake plus safety Coaster Brake.
X02-Shapiro-4149 (35 lbs.) **$64.00**

(E) GIRL'S 26" 3-SPEED BIKE. Lightweight, chain guard Reflector Package, Chrome rims.
X08-Shapiro-5187 (40 lbs.) **$81.95**
BOY'S 26" 3-SPEED LIGHTWEIGHT.
X08-Shapiro-5187 (40 lbs.) **$81.95**
(H) BOY'S 20" 3-SPEED HI-RISER. Convenient 3-speed Shimano stick shift and front and rear caliper handbrakes. Chrome fenders.
X03-Shapiro-4097 (35 lbs.) **$75.00**

(F) MEN'S DELUXE 27" 10-SPEED BIKE Lightweight with rugged diamond-styled frame. Derailleur, front and rear caliper handbrakes with center pull. Rat-trap pedals, racing saddle, nylon tires. Champagne.
X03-Itoh-8487 (40 lbs.) **$129.95**
(J) 10-SPEED 27" LIGHTWEIGHT RACING BIKE. Features 10-speed derailleur gear with double chain-wheel and twin lever controls on frame.
X07-Shapiro-7385 (40 lbs.) **$110.00**



Bedtime Dolls 'n Bean Bags

Musical Baby 4.77

An adorable first doll for little tots—so soft and huggable and such a comforting companion at bedtime. And if you wind the key in her back, concealed music box plays a soothing lullaby. Vinyl face and hands, cuddly foam stuffed body in acrylic plush sleeper. From Japan. Has her own little bottle. Abt. 10 in. tall

48 T 10392 Ship. wt. 12 oz. **4.77**

Campbell Kids

Both for 3.49

Here they are, the famous round-faced, round-eyed twins—a happy pair known to millions. Floppy rag dolls have tinted faces, yarn hair and are dressed in their familiar chef's caps and aprons. Soft-stuffed and huggable, about 12 in. tall. Ship. wt. 8 oz.

48 T 10325 . . . . Pair **3.49**

® Campbell Soup Co

NEW! Snuggle-up Pillow Baby

Doll . . . Puppet . . . Pillow All in one! 9.88

A delightful gift for little girls—new, different, pretty and fun! Actually three gifts in one. Super-soft pillow with frilly case to use in her room has a pocket that holds an adorable playmate, a sleepytime doll. When you take doll out of her cozy pocket she becomes a puppet that slips over your hand to perform all sorts of amusing gestures. Water-repellent foam pillow about 12x15 in., washable lace-trimmed case. Puppet-doll has lifelike vinyl head and hands, silky blend hair, big blue go-to-sleep eyes.

48 T 10327—Ship. wt. 2 lbs. 10 oz. **9.88**

Smiley, the Bean-bag Clown

Sad when he's sitting down Glad when you pick him up 7.99

Colorful clown doll is an entertaining playmate. Watch his mood change! His eyes and mouth droop when he's neglected, but lift him to a standing position he smiles! Funny clown face, acrylic hair moves his eyes. Vinyl hands, soft coin body and legs. Rakish overalls and cunty hat are removable. About 15 in. tall. Ship. wt. 1 lb. 3 oz.

48 T 10328 . . . . **7.99**

NEW! Security-Blanket Baby

Only at Wards

4.99

A lovable pal for playtime a reassuring friend at bedtime!

Such a darling, cuddly doll is an little tots will like to keep along as they go. Baby is done in fun frame sleeper and cozy blanket. Foam body, cotton stuffing, vinyl face and hands are baby features. Has soft blanket with ruffled edging to get sucked and held with chubby fists. About 17 in. tall. Sleeper 1 to 3 oz.

48 T 10330 **4.99**

Floppy, Floppy Bean-bag Dolls

Pizza and Cupcake

Both for 6.88

They're "delicious snacks" that will please children. Two colorful side dolls to plop down in all sorts of positions. Vinyl heads and arms, rooted hair. All dressed up in bright outfits, decorated with snacks! Soft, lovable and fun, gifts for one child . . . or two. About 12 in. tall. Ship. wt. 3 lbs. 2 oz.

48 T 10329 Pair **6.88**

SAVE THIS CATALOG You can use it to order Toys until Aug. 31, 1974

Toddlers and Baby Dolls

Only at Wards 7.77

Baby So-o-o Soft

Big, 19-in. darling with huggable lifelike body, chubby arms and legs. Drinks and wets!

So sweet and lovable in her dainty dress and bonnet. And so snuggly soft, it's like holding a real baby. Lifelike vinyl head, big go-to-sleep eyes and rooted hair. She's lightweight and easy to handle because she's foam filled. Chubby vinyl hands and legs. Sheer nylon over-cotton dress has flocked posies, lace trim. Bottle and pacifier. From Hong Kong.

48 T 10188 Ship. wt. 1 lb. 15 oz. 7.77

Little Lori . . .

Our chubby toddler has 6 extra outfits!

A Wards Exclusive

Only 6.99

What a charmer! She's ever so cute in her sunsuit dress with ruffled pinafore, ribbon hair bow. And she has 5 more pretty outfits! Shoes, socks, 2 dresses, coat, purse, tiny pin on locket to wear. Baby has painted hair, sleeping eyes, rosebud mouth. Pacifier. Fashion doll. Ship. wt. 1 lb. 8 oz.

48 T 11855 About 19 in. tall 6.99

FABULOUS VALUE

Drink-Wet Baby with Layette

5.99

All dressed up and sweet and pretty. Baby has a sheer dress to wear over cute "tie-on" panties. Her wardrobe includes 10 more pieces. Plus, her very own grooming accessories. From Hong Kong. Fully jointed baby, vinyl head, sleeping eyes, rooted hair. Drinks from her bottle then wets. About 14 in. tall.

48 T 10189 5.99

Bassinet for Baby Dolls

7.49

Pretty and dainty, just right for favorite baby doll's comfort. Baby, it has graceful contoured metal frame, woven cane sides, casters. Ruffled nylon print vinyl bonnet, trimmed net canopy with ribbon streamers. Fits 20 in. long, 28 in. high. For dolls up to 15 in. Doll not included. Ship. wt. 12 lbs. 12 oz.

48 T 11397 M 7.49

Pretty Linda with 7 extra outfits

Only 5.99

Isn't she lucky something to wear for every occasion. And she has an accessory kit with pretend make-up, comb and brush. From Hong Kong. She's 16 in. tall, fully jointed, can stand or sit. Soft vinyl head and arms, sleeping eyes. Her long rooted hair is set in twin ponytails with perky bows.

48T11854—Ship. wt. 1 lb. 8 oz. 5.99

Wards own "Baby Wendy"— soft, cuddly and lifelike!

Wendy is 18 in. tall, looks and feels like a real newborn baby . . . drinks and wets, can be bathed, too!

9.49

A Wards Exclusive

1 Baby Wendy is so appealing any little mother will love to care for her: give her her bottle, change her when she wets, really bathe her lightweight and huggable, all skin-soft vinyl. Delicate features, set in eyes. Special joints make her chubby arms and legs floppy as a real baby's. She cries if you squeeze her arms! Flannel kimono, diaper, booties, cozy receiving blanket.

48 T 10001 Ship. wt. 3 lbs. **9.49**

48 T 10002 MM—Baby Wendy plus Deluxe Bassinet. Wt. 9 lbs. 8 oz. Save 3.60 Set **19.88**

2 Deluxe Bassinet, as pretty and frilly as any little girl could dream of for her precious baby doll. Made in Italy, it has a look of old world elegance. Graceful metal frame, shiny chrome finish. Removable swinging basket has deep lace ruffle, vinyl pad. Filmy, lace-trimmed canopy. Moves easily on smooth-rolling swivel casters. Abt. 23½x12x40½ in. high. For Wendy, or any doll up to 20 in.

48 T 11399 M Ship. wt. 6 lbs. 8 oz. **13.99**

3 Dainty layette for Wendy, and all other 18-in. bar. dolls. Deluxe quality. Sheer christening outfit, party dress, dress with yoke, flannel sleeper, pretty 2-pc. sacque suit, diapers, bangers.

48 T 11040 Ship. wt. 9 oz. **6.99**

4 Cozy Bedding Set. Luxurious fittings for cribs, cradles or doll carriages. Vinyl mattress and pillow are inflatable, two sheets, pillow case, fleecy satin-bound blanket, flowered silk comforter with ruffle.

48 T 11638 Ship. wt. 10 oz. **5.88**

Beautiful Dolls

Contemporary doll classics, keepsake gifts for years to come! Lovely dolls from around the world! Delicately tinted vinyl faces, sleeping eyes with long lashes, luxurious rooted hair. Fully jointed bodies, can stand alone.

1

2

3

4

Melanie $20

1 A beautiful, romantic-looking southern belle in billowing crinoline. Wears pink-checked pinafore and frilly layers of petticoats over hoopskirt. Quaint bonnet has long, flowing ties. Pantaloons, socks, shoes. Silky blond hair is set in soft curls. About 17 in. tall.
48 T 10289—Ship. wt. 2 lbs. 4 oz. . . **20.00**

Fiorenza $23

2 She's lovely in an elegant ensemble of rosy velvet with marabou trim. Jacket with pull sleeves and braid trim, lace bodice, bouffant skirt. Matching hat and muff. Frilly petticoat, pantaloons, socks, slippers. Thick dark hair is set in curl clusters. About 17½ in. tall.
48 T 10292—Ship. wt. 2 lbs. 3 oz. . . **23.00**

Elisabetta $17

3 Our Crown Princess is charmingly dressed in soft blue velvet with button and ruffle trim. Gold-color chain. Flouncy petticoat, pantaloons, socks, slippers. Marabou trims her bonnet, framing her pretty lace &-ons curls. Has dainty parasol. About 14 in. tall.
48 T 10290—Ship. wt. 1 lb. 6 oz. **17.00**

Dama $12

4 Like a storybook figure, bright as holly berries! Rich red velvet gown has tiered skirt, pull sleeves. Matching half-hat with polka-dot streamers. Ruffled skirt liner, panties, shiny red vinyl boots. Platinum blond hair with center part. About 12 in. tall.
48 T 10282 Ship. wt. 1 lb. 4 oz.. **12.00**

Lovable Babies ...lifelike skin

NEW! Train-a-Baby

She's amazing! Drinks from her bottle and wets . . . but she won't wet until you want her to!

7.99

(5) **Sweet, chubby—and well-behaved!** Drinks from her bottle like other drink-wet dolls, but won't wet until you pat the button on her back (no batteries needed). Fully jointed with lifelike vinyl head, arms and legs. Rooted hair, sleeping eyes with long lashes. Rubber panties. 3 diapers. Buy her a layette, (8) at right.

48 T 10041—About 15 in. tall. Ship. wt. 1 lb. 3 oz. **7.99**

Wards "Soft Touch" Baby

Our chubby towhead not only looks like a real baby, she actually feels like a real baby can be bathed like a baby!

Only **5.99**

(7) **Adorable tot has petal-smooth skin and body so soft it feels like real baby.** Just you can bathe her any time—won't wet or hurt her eyes. Big blue sleep-keep eyes with curly lashes, baker's bald head. Two-tone party dress, lace trimmed, with matching hat. Panties, booties, tempered terry bunny. Also . . . 5 in. doll.

48 T 10191—Ship. wt. 1 lb. 5 oz. **5.99**

ABSOLUTE VALUE

Buy Baby a Layette
Save 1.10 on combination!

Pretty clothes is a wonderful way to dress baby. Save on combination. Doll (7) and layette (8) below. Separately 10.98. Wt. 2 lbs. 4 oz.

48 T 11041—Doll and layette **9.88**

Folding Doll Bath

5.89

(6) **Use for baths or as a nursery table.** Sized to fit any doll. Pretty pink molded hard plastic tub will actually hold water (You can really bathe Wards Soft-Touch baby (7) and all three Baby Tenderlove dolls (9)-(11)). Sturdy tubular steel legs with smooth end-caps. Vinyl storage pocket holds baby's sponge, soap and washcloth. About 21x13x21 in. high. *Doll not included.* Ship. wt. 3 lbs. 8 oz.

48 T 11744 AX. **5.89**

More doll furniture sold on following page

Layette for 15-17-in. Baby Dolls **4.99**

(8) **Changing her doll's clothes is a great joy for little girls.** Colorful layette is pretty, well made, fits Soft-Touch Baby, Train-a-Baby, other baby dolls. Includes sleeper, 2 cute dresses, one with bonnet, playsuit, hangers.

48 T 11034 X—Ship. wt. 14 oz. . . . . **SP 4.99**

Baby Tenderlove by Mattel—as seen on TV

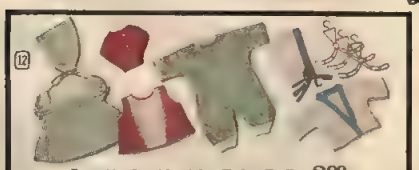
(9) **Talking Baby Tenderlove.** Says 8 baby-talk phrases at random when you pull her talking ring. Soft vinyl-foam body has lifelike "skin." She can be bathed, too. Delicate baby features, rooted hair. Wears dainty flowered dress, panties, socks, shoes. About 15 in. tall. From Mexico. It's fun to change her clothes for all occasions—buy her the layette shown above (8)

48 T 10005—Wt. 2 lbs. 8 oz. . . **10.44**

(10) (11) **Newborn Baby Tenderlove** is enchanting, looks and feels like a *real* newborn baby. She has velvet-soft skin, delicate baby features and rooted hair. She can be bathed, dressed and fed just like a real baby. Has soft blanket, diaper, I.D. bracelet and bottle. Abt. 13 in. tall. From Mexico. Buy her a layette below (12). Ship. wt. 2 lbs. 3 oz.

(10) **48 T 10039**—White doll **7.99**

(11) **48 T 10042** Black doll **7.99**



Layette for 12-14-in. Baby Dolls **3.99**

(12) **Outfits will fit Newborn Baby Tenderlove** dolls (10), (11), others. Dainty, well-made layette will delight any new "mommy." Includes dress with bonnet, playsuit, sleeper, scoopie set, hangers.

48 T 11038—Ship. wt. 12 oz. . . . set **3.99**

Save this Catalog. You can order Toys until August 31, 1974

Talking Baby Tenderlove **10.44**

Newborn Baby Tenderlove

Choice **7.99**

Bedtime Dolls 'n Bean Bags

Musical Baby 4.77

An adorable first doll for little tots—so soft and huggable and such a comforting companion at bedtime. And if you wind the key in her back, corrected music box plays a soothing lullaby. Vinyl face and hands, cuddly foam stuffed body in acrylic plush sleeper. From Japan. Has her own Little Bottle Abt. 10 in. tall.

48 T 10392 Ship. wt. 12 oz. . 4.77

Campbell Kids

Both for 3.49

Here they are, the famous round-faced, round-eyed twins in happy pair-down to mid-tone. Floppy rag dolls have tinted faces, yarn hair and are dressed in their familiar chef's caps and aprons. Soft-stuffed and huggable, about 12 in. tall. Ship. wt. 8 oz.

48 T 10325 . . . Pair 3.49

"Campbell Soup Co.

Smiley, the Bean-bag Clown

Sad when he's sitting down
Glad when you pick him up

7.99

Colorful clown doll is an entertaining playmate. Watch his mood change! His eyes and mouth droop when he's neglected, but lift him to a standing position he smiles. Funny clown face, acrylic hair, movable eyes. Vinyl hands, soft cuddly and legs. Rakish overalls and jaunty hat are removable. About 15 in. tall. Ship. wt. 1 lb. 3 oz.

48 T 10328 . . . . . 7.99

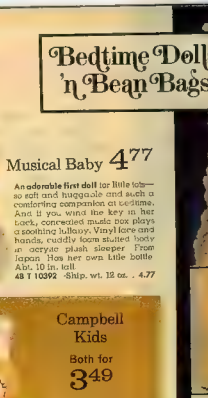
Floppy, Ploppy Bean-bag Dolls

Pizza and Cupcake

Both for 6.88

They're "delicious snacks" that will please children. Two colorful pixie dolls to plop down in all sorts of positions. Vinyl heads and arms, rooted hair. All dressed up in bright outfits, decorated with—sprinkles! Soft, lovable and fun, gifts for one child . . . or two. About 12 in. tall. Ship wt. 2 lbs. 2 oz.

48 T 10329 . . . . . Pair 6.88



NEW! Snuggle-up Pillow Baby

Doll . . . Puppet . . . Pillow
All in one!

9.88

A delightful gift for little girls—new, different, pretty and fun! Actually three gifts in one. Super-soft pillow with frilly case to use in her room has a pocket that holds an adorable playmate, a sleepytime doll. When you take doll out of her cozy pocket she becomes a puppet that slips over your hand to perform all sorts of amusing gestures. Water-repellent foam pillow about 12x15 in., washable lace trimmed case. Puppet-doll has lifelike vinyl head and hands, silky blend hair, big blue go to sleep eyes.

48 T 10327 Ship wt 2 lbs. 10 oz. 9.88

NEW! Security-Blanket Baby

Only at Wards

4.99

A lovable pal for playtime, a reassuring friend at bedtime!

Such a darling, cuddly doll that little one will like to take it along everywhere they go. Baby is done up in nursery sleeper and cap with ruffly lace trim. Foam stuffed, so she's lightweight cushion-soft. Vinyl face and hands. Her pretty flannel "security blanket" with ruffled edging is attached to her wrist with plastic. Doll about 17 in. tall. Ship. wt. 1 lb. 3 oz.

48 T 10330 . . . . . 4.99

Dolls that Talk

"You're a sweet child"

The new **Mrs. Beasley®**

At Wards, she talks!

7.99 *Only at Wards*

8 **Famous Mrs. Beasley** by Mattel is now like an old-fashioned rag doll, soft, floppy and lovable. Still a big talker—but only at Wards. Says 8 different things at random, like "My, you're growing," "Give me a big smile." Just pull her talking ring. Wears well-known TV costume. Soft stuffed cotton body, tinted features and glasses, yarn hair. Removable clothes are washable. Adj. 15½ in. tall. Ship wt. 1 lb. 5 oz.

48 T 10354 ..... **7.99**

©1967 Family Affair Company

"Take me out to play with you"

Karyn

A delightful playmate that talks and laughs

4.99

Exclusive at Wards

11 **What a cheerful chatterbox!** Karyn laughs and says 3 things at random, "You're pretty, am I pretty, too?", "Tell me a story, Mommy" and "Take me out to play with you." She is a pretty toddler with sweet face, big brown eyes and long auburn hair. Can stand alone, has turning head, jointed arms. Lifelike vinyl head, rooted hair, sleeping eyes. Wears "suede" skirt, blouse, panties, socks, slippers. From Hong Kong. Needs 2 "AA" batteries, see p. 308. A Fabulous Value! Ship. wt. 1 lb. 8 oz. Adj. 14½ in. tall.

48 T 11882 Only **4.99**

FABULOUS VALUE

"Why don't you hand me a puppet"

Peachy's Puppets

New from Mattel

Peachy and her Puppets **11.99**

9 **Peachy's a ventriloquist!** You hear her talk and you hear her four funny puppets talk. Put a puppet in her hand, pull the talking ring, hear a different voice with each puppet—monkey-talk, puppy-talk, clown-talk, baby-talk. Peachy and puppets each say 2 things. She's a darling toddler with smiling face, rooted blond hair. Has turning head, jointed arms, can stand alone. A Fabulous Value at Wards!

48 T 10605—About 18 in. tall. Ship. wt. 3 lbs..... **11.99**

Pretty Wardrobe for Peachy **4.97**

10 **Extra outfits for Peachy,** other 18-21-in. toddler dolls, a welcome "added gift." Two cute little-girl dresses, playsuit, jonques, jacket and bonnet, hangers. Cotton, well-made, nicely detailed

48 T 11039—Ship. wt. 15 oz. ..... set 4.97

"I sleepy"

Talking Baby Beans

Soft, floppy, huggable

Plop her down, she stays!

5.77

12 **Such a cuddly, lovable doll** as rare-as-shower, pees [illegible] in [illegible] can [illegible] her mommy, [illegible] in a [illegible] baby voice [illegible] like you." "Go [illegible] 9 [illegible] things on [illegible] all or [illegible] ing. Posable neck with poke-able [illegible] body [illegible] sleeper. Adj. 12 in. tall.

48 T 10316 Ship. wt. [illegible] **5.77**

A comedy favorite!

"My little chick-a-dee"

W. C. Fields

6.99

13 **"Ah, yes, I remember."** It's the familiar voice everyone knows! The grown-ups enjoyed him in the good old days of radio, now the kids enjoy him on TV. Says 8 famous lines at random in his hilarious way, like "Catch on the barrel head," "Beezlebub, I've been hoodwinked," etc. Pull his talking ring. All stuffed cotton—cherry nose, top hat and gloves. About 17 in. tall.

48 T 10324 Ship. wt. 15 oz..... **6.99**

Barbie's jet Friend Ship

As seen on TV

An airplane for everyone in Barbie's world 9.77

(A) New from Mattel Barbie's Friend Ship "flies" the friendly skies with her jet-set friends. Smart 14-in. vinyl flight bag opens to realistic United Airlines jet interior that's over 4½ ft. long! Decorated with "sky-view" windows, captain, control panel, etc. Mobile serving cart and 10 serving accessories including stewardess snack for in-flight snacks. Two cupboards with sliding doors, door to cabin, closet with hanger rack, lounge, game table, passenger seats. *Dolls not included.*
48 T 11645—Ship. wt. 5 lbs. 12 oz. 9.77

Outfits for Barbie & Ken 3.99 set

(B) Official United Airlines pilot outfit for Ken, stewardess outfit for Barbie. He has captain's uniform and cap, she has mix 'n match outfit with pants, skirt, sweater, blouse. *Dolls not included*
48 T 10844—Ship. wt. 4 oz. set 3.99

Child's Flight Bag 2.29

(C) United Airlines tote bag is ideal for taking Barbie along anywhere-in-the-world or for carrying other important things the owner wants to take along. Sturdy vinyl with double straps, zipper. Abt. 9½x4x6 in.
48 T 11599—Ship. wt. 10 oz. 2.29

The posable "mini" Fashion doll seen on TV

Dinah-mite with Case

(D) Dinah-mite is slim, trim and beautiful. You can pose her realistically—she sits or stands. She can even stand on her hands or be balanced on one leg! Long blond hair, dressed in purple jump suit. Abt. 8 in. tall
48 T 10440—Ship. wt. 4 oz. 1.99

(E) Dinah-mite in her own carrying case with handle. Colorful case has room for her wardrobe. Case about 8½x6x1¼ in.
48 T 10442—Ship. wt. 10 oz. set 4.49

(F) Don, Dinah-mite's boy-friend is a fully posable action figure. He's dressed in turtleneck with denim slacks. 8 in. tall
48 T 10441—Ship. wt. 4 oz. 1.99

(G) Dinah-mite's Camp Mobile. Styled like a real Volkswagen—realistic sliding side door and sun-roof. 2 camp chairs and sleeping bags, "barbecue," detachable awning. *Dolls not included.* About 14x7½x8 in.
48 T 11646—Ship. wt. 5 lbs. 8 oz. 7.99

(H) Dinah-mite's Beach House. Glamorous leisure living on sunny shores. Bamboo style plastic house on stilts so the 8" 'mite can roll in underneath, has swinging ladder for entry. Colorfully decorated, built-in cabinets and shelves. Sofa, table and chairs. About 22x18x10 in. *Dolls not included*
48 T 11647 M—Ship. wt. 5 lbs. 8 oz. 11.99

(J) Dinah-mite's Sport Cycle. 3-wheeler can climb over "danes," go forward or reverse by remote control; needs 2 "C" batteries (p. 308). 8½ in. long. *Doll not incl.*
48 T 11648—Ship. wt. 1 lb. 4 oz. 6.99

(K)-(L) Outfits for Dinah-mite. Latest styles for all occasions. *Dolls not included*
(K) 3 Sports Outfits: Sport-cyclist garb, sea legs sailor suit, scuba duba diver
48 T 10846—Ship. wt. 8 oz. set 4.99
(L) 3 Dress Outfits. Super long dress with hat, blazer pantsuit, wedding gown.
48 T 10845—Ship. wt. 8 oz. set 4.99

SAVE THIS CATALOG—You can order toys until August 31, 1974

WALTHAM

[A] **WALTHAM DIVER DATER WB** . . . Skin diver calendar watch with elapsed time indicator. Protected against water to approx 165 ft. Green dial with luminous hands and hour markers. Stainless steel link band with buckle. 17 jewel Swiss movement. Incabloc
H706/WA2867 **$55.00**
DIVER DATER WB . . . Same as above with black dial
H872/WA2847 **$55.00**

[B] **WALTHAM CAL SENTRY** . . . 17 jewel Swiss calendar watch tells date as well as time. Protected against water. Luminous hands, hour dots, sweep second. Expansion band. Incabloc
3F666/WA2477 Yellow **$49.95**
3F664/WA2247 White **$43.50**

[C] **WALTHAM "CAL PROSPECT Y"** . . . 17Jewels Day Date Calendar. Yellow. Protected against water. Gold filled link-expansion band
F639PA/WA2797 **$53.50**
"CAL PROSPECT W" . . . Same as above in white w steel band
F638PA/WA2497 **$49.95**

[D] **WALTHAM "MISS DIANE Y"** . . . 17 Jewels. Yellow, Manual se. Gold filled wide bracelet
S779/WA2347 **$48.50**
"MISS DIANE W" . . . Same as above in white
S780/WA2347 **$48.50**

[E] **WALTHAM "AUTOMATIC DAY/DATE"** . . . 17 . Auto., D/D. Yellow. 10K G.F. combination band
F868PA/WA3777 **$75.00**
"AUTOMATIC DAY/DATE W" . . . as above in white w steel band
F867PA/WA3577 **$69.95**

[F] **WALTHAM "AUTOMATIC CAL WINDSOR"** . . . 17 Jewels, Auto. Calendar. Insta-Set. Protected against water. Gold filled expansion band
G581/WA3247 Yellow **$62.95**
G582/WA2977 White w/grey dial **$59.95**

[G] **WALTHAM "SWISSONIC CALENDAR"** . . . Swissonic calendar. Square top steel back. White stick dial. Steel link-expansion band. 13 jewels. Protected against water
3H9332PA/WA3697 Yellow **$73.50**
3H931PA/WA3497 White **$68.95**

[H] **WALTHAM "DIAMOND FLORENCE"** . . . Six 8 Facet Diamonds, 17 jewels. Marquise Opening. Wide Gold Filled Bracelet
W650/WA3697 Yellow **$75.00**
W649/WA3697 White **$75.00**

DUFONTE by LUCIEN PICCARD

[I] **DUFONTE** . . . complete Swiss Stainless Steel day-day automatique watch, matching bracelet. Quick change mechanism for rapid advancement of the date.
8119W/LP5750 **$99.95**

[K] **DUFONTE by LUCIEN PICCARD** . . . Giltron top, Stainless Steel back day-date automatique watch, matching Gold Filled bracelet. Quick change mechanism for rapid advancement of the date.
8318Y/LP5150 . . . . . **$89.95**

[L] **DUFONTE** . . . Ladies complete Swiss Giltron watch, with matching Giltron textured attachment.
6712/LP5995 . . **$104.95**

[M] **DUFONTE** . . . Ladies complete Swiss Giltron watch, with matching Giltron attachment and lapisite dial.
6118Y/LP5750 . . . **$99.95**

NFL gift outfit

Helmet, shoulder pads, pants and jersey

12.99 set

1 **A complete outfit for the future gridiron star—and it's approved for competitive play! Just like professional helmets, this one is made of rugged Cycolac®. High crown design, six-point web suspension, enameled-in padding protect and cushion the head. Double-bar face mask and padded chin strap. Shoulder pads are quilt-over traces and fully padded with adjustable underarm straps. 100% cotton jersey features pop-bar shoulder stripes. 100% cotton twill pants have hip, kidney, thigh, knee and tail pads; adjustable belt. *State size letter: S(Ages 5–8 yrs.), M(9–12 yrs.), or L(13–15 yrs.)*
Z60 T 23220—Color as shown. Ship wt. 5 lbs. 10 oz. ..... Set 19.95

2 **This colorful NFL outfit** includes a Cycolac® team insignia helmet with interior padding, 4-point web suspension, double bar face guard and adjustable chin strap. Molded plastic shoulder guards are foam padded and have elastic underarm straps. Washable cotton knit jersey has pre-set numerals. Cotton twill pants have hip and thigh guard padding. Fits boys ages 6 to 11. Not recommended for competitive league play. *State NFL team code from below.*
L60 T 23301T—Ship. wt. 4 lbs. ..... outfit 12.99

3 **All-purpose athletic shoes.** Solid vinyl uppers, contrasting vamp stripes. Molded PVC outsole, molded-in cleats. Cushioned collar. *State full size! 1 thru 9.* No half sizes. Medium width only. Ship. wt. 2 lbs. pair.
Z60 T 23397—White uppers ..... pair 4.99
Z60 T 23396—Black uppers ..... pair 4.99

4, 5 **Official size and weight football.** 3-ply lining, contoured butyl bladder. Inflation needle included.
(4) **Tri-color football** in 4 color combos. Split-grain cowhide cover. Dowhide® lacing. Tee included. **Colors:** 01 red/white/blue, 02 red/white/gold, 73 blue/white/gold or 81 green/white/gold.
L60 T 23223—*State color number.* Wt. 1 lb. 8 oz. 7.99
(5) **Wilson "John Bradle" football.** Tack-sprayed top-grain leather covering. Rawhide/Dowhide® lacing.
60 T 23216—Regulation color. Wt. 1 lb. 8 oz. 12.99

6 **3-piece kick set** includes tee, toe guard, air pump and needle. Official size and weight ball.
60 T 23220—Ship. wt. 2 lbs. ..... set 5.99

7 **NFL helmet**—see detailed view below. Adjustable chin strap. **Head sizes:** M(6¾–7) or L(7⅛–7¾). *State NFL code number from below and size letter.*
S60 T 23260 T—Ship. wt. 2 lbs. ..... each 7.99

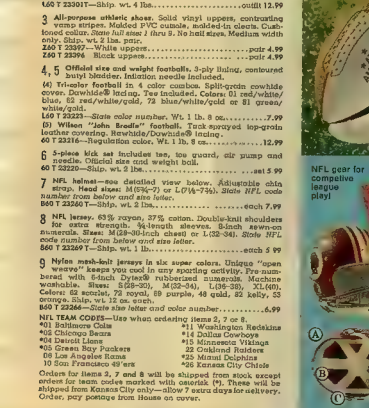
8 **NFL jersey.** 65% rayon, 37% cotton. Double-knit shoulders for extra strength. ¾-length sleeves. 8-inch sewn-on numerals. **Sizes:** M (28-30-inch chest) or L (32-34). *State NFL code number from below and size letter.*
S60 T 23269 T—Ship. wt. 1 lb. ..... each 5.99

9 **Nylon mesh-knit jerseys** in six super colors. Unique "open weave" keeps you cool in any sporting activity. Pre-numbered with 5-inch Dylex® rubberized numerals. Machine washable. **Sizes:** S(28-30), M(32-34), L(36-38), XL(40). **Colors:** 02 scarlet, 72 royal, 82 purple, 46 gold, 22 kelly, 23 orange. Ship. wt. 12 oz. each.
S60 T 23266—*State size letter and color number.* 6.99

NFL TEAM CODES—Use when ordering items 2, 7 or 8.

*01 Baltimore Colts	#1 Washington Redskins
*06 Chicago Bears	*14 Dallas Cowboys
*04 Detroit Lions	*15 Minnesota Vikings
*05 Green Bay Packers	22 Oakland Raiders
08 Los Angeles Rams	*25 Miami Dolphins
10 San Francisco 49'ers	*26 Kansas City Chiefs

Orders for items 2, 7 and 8 will be shipped from stock except orders for team codes marked with asterisk (*). These will be shipped from Kansas City only—allow 7 extra days for delivery. Order, pay postage from House on cover.


Shoes
NFL gear for competitive league play!
A 1-piece Cycolite® shell
B Riveted 6-point web suspension
C Cemented-in Cushok® vinyl jaw pads
D Riveted double-bar face guard mask

Our lowest price in 10 years

15.88 with legs

A WARDS EXCLUSIVE!

New NHL Pro-Stars Hockey has

- Player decals for all 16 NHL Teams
- Official NHL player and goalie trophies
- Score tower with automatic puck drop

1 **You can make up your own teams!** Decals for all players . . . for all 16 NHL teams are included. Pick your favorite team and opposing team and apply decals to players. Team decals have authentic uniforms and colors. Players are heavy plastic for rough 'n tough action. You manipulate players to skate, shoot and pass . . . even has behind-the-net passing.

Gondola tower drops puck . . . shows score, period and league standings. Authentic goal judge. Automatic ejector sends puck onto rink after each goal. Play is action-filled on styrene-sealed ice. Plexiglass shields protect against hard puck shots. Sturdy legs. Rink overall about 38 in. long, 21 in. wide, 32 in. from floor.

48 T 14556 M—Ship. wt. 12 lbs. **15.88**

Table model **12.88**

2 **Table-top model,** without legs, gives you all the exciting fun and action of NHL hockey game (1). Overall about 38 in. long, 21 in. wide.

48 T 14557 M Ship. wt. 10 lbs. **12.88**

Official 22-man soccer

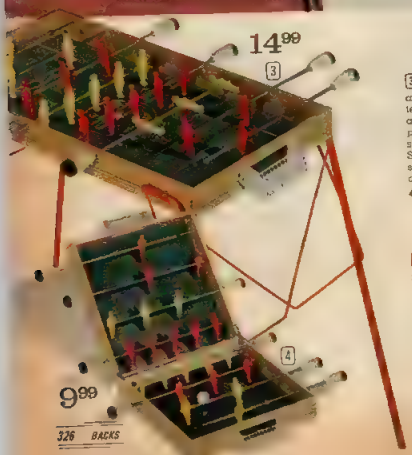
3 **Soccer is fast becoming a favorite sport in the U.S.A.** You can have all the thrills and fun of this game as you control your team against your opponents to kick, take and score. Telescoping control rods with plastic handles let you move players from side to side for even more exciting action. Sturdy hardwood construction for greater strength. Includes nets and ball. Overall about 30 in. long, 23 in. wide.

48 T 14687 M—Ship. wt. 12 lbs. 2 oz. . . **14.99**

Folding soccer 9.99

4 **Official-size team action!** You control your 11-man team with telescoping rods to kick, take, move from side to side . . . your opponent is doing the same . . . the excitement rises as you each plan your strategy to battle it out and score. Use on table top. Folds so you can carry it anywhere. Sturdy hardwood construction nailed and butted for long lasting use. Includes two balls. About 30 in. long, 16 in. wide.

48 T 14686 M - Ship. wt. 7 lbs. **9.99**



5

Budget soccer 6.99

5 **Exciting soccer action at a low price.** Rods control 12 players forward and backward as you and your opponent maneuver across the field to put the ball into the plastic goal. Sturdy metal construction. With two balls. ALL 15¾x10¾x4 in.

48 T 14690—Ship. wt. 4 lbs. 8 oz. **6.99**

CHARGE IT AT WARDS
see terms on pages 383-384

SAVE THIS CATALOG
You can buy toys until August 31, 1974

Garton

Play is the thing

With Garton — constructive, wholesome, body-building play has been the "thing" since their first wheel toy back in 1879.

Garton Toys are sturdily made — designed to challenge active young minds and bodies — with safety, always a foremost concern.

This season's low-slung modern TRAK III, one of a new series, with dual rear wheels and extra wide pedal wheel offers tots a smoother "non-tip" ride — while the DO-IT-YOURSELF RACER provides all the essential hardware ingredients for the junior race-car builder. Kit includes deluxe knuckle-type steering and wire spoke wheels with 1.625 inch semi-pneumatic tires, a full scale pattern, complete instructions, and assorted decals for a "pro" finish!

Your stock with
America's kids and parents alike
goes up with the
Garton Line on your floor.

13-135 TRAK III

33-400
DO-IT-YOURSELF
RACER

SINCE 1879

PRODUCED BY GARTON TOY CO. SHEBOYGAN, WISCONSIN 53081

RIDE 'EMS!

Thunder Cloud
18.99
B

Thunderer
29.99
A

Adjustable mounting step

GIDEE-UP THERE! Our palominos are STRONGER AND SAFER! Steel springs, bodies molded of tough polyethylene with tooled saddles, sturdy tubular frames, tip-resistant, rubber floor grips and hand grips.

A Thunderer is our largest horse—strong, too, because he has an extra broad base for maximum stability. Adjustable mounting step enables "cowboys" to ride for years. Thunderer is abt. 49 in. long, saddle height 25 in. Frame 49x40 in. Easy assembly. Bridle and stirrups included.
48 T 25012 R—Shipping weight 30 lbs.... .... RF.IV

B Thunder Cloud. Bridle and stirrups are included. Saddle height 25 in. Horse is about 27 in. long, frame 44x22½ in. Easy assembly.
48 T 25000 M—Shipping weight 20 lbs.. ....18.99

The "Easy Riders"

C Everybody loves Cootie®! Here he is in riding size for the preschoolers Molded of bright colored, tough, durable, high-impact styrene. Rugged polyethylene wheels on steel axles. Designed to be safer and sturdier for 1 to 3 year olds. Measures about 23¾x13x15 inches high.
48 T 25244 M—Ship. wt. 6 lbs.....6.99

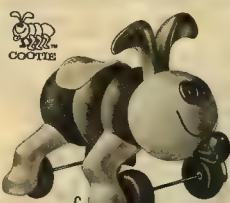
D Safe-t-Seat Fire Engine Pal®. A Wards exclusive! Convertible walker-trainer-rocker (see small view) features steering wheel, horn and fire bell. Safe-t-seat and casters remove to make it a rocker. Durable bright red plastic. About 21¼x 11¼x27¼ in. high.
48 T 25323 M—Ship. wt. 12 lbs..... 16.99

E Mr. Potato Head Rider is a riding pal who makes lots of funny faces. Kids love to change his face around with his "extra" eyes, ears and nose. His hat comes on and off. All the safety size extra pieces store neatly under the saddle. Sits low for little legs to push without tipping. Injection molded for strength and durability. Supports up to 50 lbs. Measures abt. 18½x31½x14 in. high.
48 T 25243 M—Ship. wt. 4 lbs. 3 oz. . 8.48

F Hess's Wards own Mr. Burro! Another Wards exclusive—all set to take on riders. Gray colored, inflatable vinyl with red plastic saddle. Deflates for neat storage. Saddle height 13 inches.
—Ship. wt. 4 lbs. 10 oz.. . 8.99

G Boys love him! Girls adore him! He's the lovable green Inchworm! He inches along as the rocking riders push legs and arms forward, propelling Inchworm's body ahead. Large saddle, sturdy saddle "horns" provide proper balance for children up to 75 lbs. Abt. 37x9½x19 in.
48 T 29200 A—Ship. wt. 10 lbs. 8 oz.. 13.49

For Complete Credit Terms see pages 383 and 384.



COOTIE
C
6.99

Inflatable burro
Only at Wards!
F
8.99

Only at Wards!
Walker-trainer-rocker
16.99
D

8.48
E

Hasbro

Extra pieces for Mr. Potato Head

G
13.49

TOOL SCHOOL Complete Carpenter Kit

Contains all you need to build 6 projects! 7.99

Develop your talents as a carpenter with this great kit. It contains everything you need to make a bird house, book rack, weathervane, bird feeder, letter rack and bun warmer tray. Set includes 6 plywood sections (11x15¾ in.) silk screened to show you where to cut, bit, brace, 3 drill bits, hammer, 10 sandpaper sheets, coping saw and blades, 10-in. saw, pencil, 12-in. ruler, wire brads, glue, instructions. **PLUS** blueprints for 6 more projects: dog house, scooter, picnic table, mailbox, stool, storage chest. Every item looks professional, serves a useful purpose.

48 T 16040—Ship. wt. 6 lbs. 8 oz. ..... set 7.99

Jr. Handymen's TOOLS and WORK BENCH

Deluxe Workbench of red-and-natural wood is just your apprentice size, standing 30¼ in. high. Gives you all the carpentry space you need, with a rack on the back to hold your tools, handy bottom shelf to store extras. Chart shows different size screws and nails. Ruled front. Wood-working vise is mounted on the front. Bench comes ready to assemble, about 14½x24 in. long when set up. Great gift by itself, or buy it in combination with tool kit.

48 T 16031 M—Shipping weight 12 lbs. 8 oz. 11.99

Deluxe 20-piece Tool set comes in its own finished wood cabinet. Working pieces fit your senior craftsman's needs, including a mitre box, mitre saw, block plane, and brace with two bits. Also includes: slip joint pliers, 2 chisels and 3 screwdrivers. Also cross cut saw, hammer, mallet, sqare level, clamp, awl, tri square, folding ruler, and nails. Deluxe hinged wood cabinet measures 2x17¾ inches, opening to 22-inches wide. Carrying handle. Save 2.00 when you buy it with bench!

48 T 16030—Shipping weight 9 lbs. 8 oz. ..... set 11.99

Save 3.00 on combination! Buy both workbench and tools in wood cabinet, save now on the combination. Great buy, great gift!

48 T 16032 MM—Shipping weight 22 lbs. ..... outfit 20.98

MARK 60 Erector Set

- Our finest Erector set
- Plug-in electric transformer
- Electric-power 8-speed motor
- Remote control for on, off, forward, reverse action
- Dual-action power hoist

470 pieces including deluxe metal chest

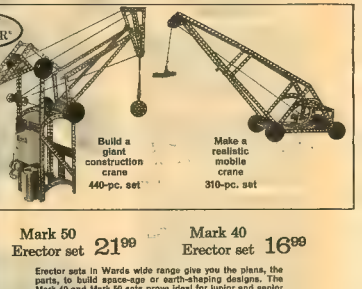
30.99

Learn basic engineering principles as you build an overhead crane like this. Or construct other multi-action models with a 3-speed motor and dual-action power hoist, powered by a plug-in electric transformer with remote-control switching. No batteries needed. Wide assortment of steel shapes, pulleys, wheels, axles. Super girders for large models. Build all the smaller models in other sets, too. Instructions. Store pieces in metal chest; lift-out tray. UL listed motor. 110-120V, AC.

Ship. wt. 13 lbs. 12 oz.

304 WARDS OPPD

48 T 16316 M..... 30.99



Build a giant construction crane

440-pc. set

Make a realistic mobile crane

310-pc. set

Mark 50 Erector set 21.99

Mark 40 Erector set 16.99

Erector sets in Wards wide range give you the plans, the parts, to build space-age or earth-shaping designs. The Mark 40 and Mark 50 sets prove ideal for junior and senior engineering fans. Create, build, operate, and re-build, using steel parts and realistic accessories. Both sets are motorized and battery driven. Order two "D" batteries for each set on page 308. Plastic storage chest included!

Mark 50 erector® set lets you construct a lunar transmitter, a deluxe oil rig, ship-loading crane, helicopter—many other engineering delights! Complete assortment of advanced steel erector parts (includes girders, plates, curved sections, special shapes, pulleys, sheaves, and more. Operate all the deluxe models you create with the remote control battery case, powering a husky motor with 3 take-off shafts and a dual-action power hoist with transmission shift control

48 T 16215—Ship. wt. 7 lbs. 6 oz. ..... set 21.99

Mark 40 erector® set puts you space bulls right up there with newest designs! Complete model instruction plans guide you in the building of a lunar surface probe, a radar scanner, and rocket service tower. Or construct an airplane ride or ferris wheel for earthy fun. They're all powered by a deluxe motor featuring 3 take-off shafts, each with a different speed and gear ratio, and battery clips.

48 T 16214—Ship. wt. 5 lbs. 2 oz. ..... set 16.99

[1] GI JOE JUNGLE SET . . . help Joe navigate twisting rivers with his flat bottom boat. Set includes rifle, supply chest, camera tent, tiger, gorilla, cage, net, bucket, boat and GI Joe himself 11½-in. high bendable plastic figure has life-like hair
35 J 5026—(2 lbs. 15 oz.) . . . . . Set 15.66

[2] FOOTLOCKER 'N GEAR. Authentic wood footlocker has rope handles, brass hinges and removable plastic storage tray. Set includes packs, rifles, mess kit, hats, first aid kit—50 pieces in all. 3-9/16x4-3/4x6-1/2 in. high
35 J 5025—(4 lbs. 4 oz.) Set 6.98

[3] TALKING GI JOE gives 8 commands as you pull dog tag. 11½-inch high Joe is made of bendable plastic, has life-like hair and beard. He's fully outfitted and ready for action in his green bush jacket and pants, boots, holster and pistol
35 J 5034—(1 lb. 1 oz.) 5.99

GI JOE TRAINING CENTER prepares men for adventure! Obstacle course teaches skills . . . overcomes barrels, coiled wire, tires, logs. Precise make perfect on the rifle range. GI Joe trains on tower with crane, rope ladder—his bivouacs in survival tent, explores cave. Joe's training helps him fight huge snake! GI Joe not included.
Z36 J 5016—Mailable (6 lbs.) . . . Set 16.77

[4] GI JOE SUPPORT VEHICLE for asian territory 2-piece mobile unit has HQ trailer plus excursion vehicle—holds 2 men. Uses 2 "D" batteries (not incl.) About 23 in. long. GI Joe not included.
Z36 J 5015—Mailable. (9 lbs.) . . . . . Set 17.88

[5] HELICOPTER RESCUE set includes working winch, parachute, flight suit boots, helmet, pack, light. Spring powered rotor. Plastic. 20x25½x12¾ in. high. Easy assembly. GI Joe not included.
Z36 J 5009—Mailable. (4 lbs.) . . . . . Set 8.99

[6] ACTION JEEP for 2½ to 12 in. action dolls. Made of hi-impact plastic to handle rough terrain. Detailed realism—steering wheel turns, wind shield adjusts, molded tires roll on steel axles.
Z36 J 5095—Mailable. (2 lbs.) 2.99

See page 235 for Spiegel Budget Power terms—No Money Down

go exploring with BIG RED!

Big Red and 4 outfits

8.99

1 BIG RED AND 4 OUTFIT WARDROBE. Wilderness explorer has bendable arms for any action position. His African safari outfit puts him on the trail of big game. He's got all the gear for the challenge. And climbing rugged mountains and for a hunting trip in the north country. He's also equipped to chart the unknown glaciers of the Arctic. Figure measures 7½" tall.

Z36 J 5081 Big Red 4 outfits only. Man (4 lbs.) **8.99**

DISCOVERY I CAMPER is designed especially for Big Red. Spacious enough for the "big man" to stand up and walk around! Contains all the gear on his adventure trips: oil, water, radio, writing materials, flashlight, two chairs, table and more. One side of camper is open, roof opens and closes. Wood floor, sturdy metal frame. 9" in. wide 14½ in. high 21 in. long. Easy to assemble.

Z36 J 5080—Camper only. Mailable. (7 lbs.) **8.99**

SAVE $2.00 on both sets. Includes Big Red 4 outfits, camper.

Z36 J 5082—Mailable. (10 lbs.) Set **15.98**

2 BIG RED PLUS BOAT 'N CYCLE . . . 11½ in. tall Big Red is ready for cold water diving and cycling gear. He wears leather-like plastic suit, which he rides over rough terrain or the Green Bomb cycle with chromed handlebars. Tough plastic cycle is 9 in. long. Slip Red into trunks and he's ready to plumb the ocean depths. Initiate other real fishing and diving gear included. **7.99**

35 J 5085—(2 lbs. 11 oz.) Complete **7.99**

3 BIG RED CARRYING CASE plus 50-pc. accessory kit. Everything needed to complete your collection. Locker-shaped case is 9½x 2½ in. high; holds two Big Reds. Durable plastic-coated board-maple, plastic inside. Contains 50 pc. accessory kit that Big Red finds mighty useful, in the travel: helmet, hat, pack, life vest, canteen, first aid kit, shovel, much more! All of colorful plastic. **5.99**

35 J 5086—(2 lbs. 9 oz.) Complete **5.99**

When you head where it's happening, take along our

Portable PA System

and make yourself heard! Battery run—works anywhere. Carry it there in its bold black and white case

12.33

Because it's battery operated you can take this PA system where it's happening—school get-togethers, friends' parties, or when conducting a rally. Transistorized amplifier is really powerful. Professional 360° omni-directional microphone lets you blast it out any way you turn. Volume control with on-off switch. Solid state circuitry. Bold black and white case with handle lets you take it along. Needs one 6v. lantern battery (order on page 308). About 13½x10½x3½ in.
48 T 37000—Ship. wt. 3 lbs. 8 oz. 12.33

Super as a gift from David!

Double Cutaway Guitar

looks just like his, has his picture and signature

6.88

Pick a guitar like David's and look like you really know the musical score. Not only does this double-cutaway beauty look like the guitar he plays on TV's The Partridge Family, it's got David's full-color picture and signature on the white scratch plate. Sounds great, too—clear and mellow. The design includes 3 nylon and 3 wire-wound strings, metal gear pegs for micro-tuning. Accurately fretted fingerboard and position marks. Complete with shoulder cord, instruction book, pick. Molded plastic body and neck. 30 in. long.
48 T 36604 M—Ship. wt. 3 lbs. 8 oz. 6.88

DAVID CASSIDY
seen on TV in
The Partridge Family

Even if you never took a lesson, sit down and play

Wards Junior Spinets

Color coding is the key to instant music making

24.99 and 14.99

(A) (B) Youngsters play these pianos without lessons in just minutes. They just match the color-coded keys to notes in the music book that's included. Styled like adult pianos, each is chromatically tuned to include sharps and flats. Precision ground steel alloy wired. Sturdy plyboard construction with wood legs, foot blocks and bench about 10 in. high. All in walnut finish. Pianos shipped completely assembled, are ready to play.

(A) 37-key spinet piano with 3-octave range. Heavy steel tone bar. Piano size is about 23½x10½x20¼ in. high. Matchable to some locations. See page 387.
48 T 36411 A—Ship. wt. 22 lbs. 24.99

(B) 25-key spinet piano, with 2-octave range. Cast-iron tone bar. Piano size, about 18x18½x18 in. high. Matchable to some locations. See page 387.
48 T 36410 A—Ship. wt. 16 lbs. 14.99

(B) 25-key spinet/bench 14.99

(A) 24.99 37-key spinet/bench

THAT LAST

Fryer, Popper, and Dutch Oven all in one!

~~Was 21.50~~ 19.95 With Fry Basket

Price-cut from Fall catalog. Big 5-quart capacity cooker makes delicious one-batch meals or buffet treats and looks attractive on your table. Saves money too . . . It's a deep fryer, dutch oven, corn popper all in one.

Extra thick porcelain enameled aluminum, lined with non-stick, easy clean Teflon II. Thermostat maintains set temperature from 175 to 425 degrees. Fry basket and cover included. Fully immersible for thorough cleaning. Just detach heat control. 10 in. diam. State color: Avocado Green, Poppy Red or Harvest Gold. 110-120V, AC.

Z78 J 2621 Mailable. Shipping weight 8 lbs. **19.95**

endorsed by Joe Namath

Butter-up corn popper by Hamilton Beach

4-Quart Capacity 14.99

Joe Namath sell buttering popper by Hamilton Beach . . . there's no mess, no fuss! Just place butter in lid . . . while corn pops, butter melts and drips down to deliciously coat every kernel! Makes up to 4 quarts of yummy popped corn. Heat-resistant clear plastic dome flips over to become an attractive serving dish!

Enameled aluminum body has Duralon III non-stick lining for quick and easy clean-up. Kernel separator; thermostatic heat control, pilot light. 600 watts. 110-120 volts, AC. State Flame, Avocado Green or Harvest Gold.

Z78 J 3321 Mailable. Shipping weight 6 lbs. **14.99**

19.95

Budget corn popper with 4 serving bowls

9.99

So convenient! Add corn and watch it pop! Then flip unit over to serve up to 4 quarts of popped corn from heat-resistant glass dome! No-stick Black Teflon lined aluminum pan with enameled exterior. 4 plastic bowls; package of corn. 500W, 115-120V, AC. UL listed. State Harvest Gold, Avocado or Flame Red.

Z78 J 3331 Mailable (10 lbs.) . . . Set **9.99**

With Satin Finished Aluminum Exterior.

Z78 J 3330—Mailable. (10 lbs.) . . . Set **9.99**

3½-QT. CROCK POT. Cooks all day while the cook's away. Woodtone stoneware lining in stee. pot . . . slow-cooks food at low temperature so nothing burns or sticks. Use to prepare delicious soup, stew and vegetable dishes.

Glass cover, stay-cool handles, three-way switch, cord detaches. Recipes. Low 70W, high 140W. 110-120V, AC. UL listed.

Z78 J 2609—Mailable. (9 lbs.) **19.95**

See page 235 for Spiegel Budget Power terms—No Money Down

FINE, IMPORTED "EMPRESS" CHINA BY HARUTA
AN INVITATION TO DINE WITH ELEGANCE

57-PC. SERVICE FOR 8 includes: 8 ea. dinners, salads or bread and butters, cups, saucers, soup, and fruits; 1 ea. platter, chop plate, covered sugar, creamer, vegetable bowl. 2 extra cups and saucers. Wt. 43 lbs.

99-PC. SERVICE FOR 12 includes: 12 ea. dinners, salads, bread and butters, cups, saucers, soups and fruits 1 ea. platter, chop plate, covered sugar, creamer, gravy boat 2 vegetable bowls, plus 3 extra cups and saucers. Wt. 75 lbs.

A CELEBRATION "EMPRESS" IMPORTED CHINA. Price in serving or the hostess; a joy for the guest. Popular coupe shape with heavy and light line platinum trim lines. Decorated with blue and gray garlands. Covered sugar bowl. Footed cups.

911/57-HA4397	57 pc., service for 8	$ 71.95
911/99-HA7995	99 pc., service for 12	$129.95

B ROSEMONT "EMPRESS" IMPORTED CHINA. The fragile beauty of the rose interpreted in gray and black and enhanced with an edge of platinum. Translucent white body china in lovely coupe shape. Covered sugar bowl and creamer. Footed cups.

121/57-HA4997	57 pc., service for 8	$ 81.95
121/99-HA8695	99 pc., service for 12	$135.95

C PARLIMENT "EMPRESS" IMPORTED CHINA. Distingu shed in its elegance, this white translucent china features a wide gold outer band embossed with a delicate floral motif. Traditional rim design. 10¼" diam. plate. Covered sugar bowl with handles.

166/57-HA6997	57 pc., service for 8	$115.95
166/99-HA11995	99 pc., service for 12	$199.95

D ARCADIA "EMPRESS" IMPORTED CHINA. Delicate pink and blue flowers dance around this traditional rim plate with gold trim. Translucent white body. 10¼" diam. plate. Covered sugar bowl with handles. Footed cups. Beauty with rural simplicity.

1015/57-HA4197	57 pc., service for 8	$ 68.95
1015/99-HA7497	99 pc., service for 12	$121.95

IMPORTED GENUINE ENGLISH IRONSTONE

J&G MEAKIN

• DISHWASHER SAFE • OVEN TO TABLE • CHIP RESISTANT

Genuine Stratfordsh re Ironstone, hand crafted by J. & G. Meakin Hanley, England s master craftsmen . . potters since 1851. Each lovely print is under glaze in beautiful, permanent colors. Dishwasher and oven safe.

45-Pc. Set includes: 8 each dinner plates, salad plates, cups, saucers, soup bowls; one each vegetable bowl, oval platter, creamer and sugar bowl with cover. Shipping weight 33 lbs.

65-Pc. Set includes: 12 each dinner plates, salad plates, cups, saucers, soup bowls, one each vegetable bowl, oval platter creamer and sugar bowl with cover. Ship. wt. 47 lbs.

A ROMANTIC ENGLAND PINK and ROMANTIC ENGLAND BLUE. Service lavishly decorated with scenes from old England. Gently scalloped edges enhance the lovely floral borders

45-Pc. Set.			
S45145/MF3197	Pink	. . .	$54.95
65-Pc. Set.			
S45165/MF4497	Pink	. .	$74.95
45-Pc. Set.			
S48145/MF3197	Blue	.	$54.96
65-Pc. Set.			
S48165/MF4497	Blue	. .	$74.95

B RENAISSANCE GREEN. Intricate tapestry motif dramatically borders this handsome selection. Exquisitely proportioned pieces set a beautiful table, complement lovely appointments.

45-Pc. Set.		
S41145/MF3197	. . . . .	$54.95
65-Pc. Set.		
S41165/MF4497	. . . . .	$74.95

C NORDIC BLUE. The famous "Blue Onion" pattern is executed with exceptional craftsmanship. Long a traditional decorative motif of beauty.

45-Pc. Set.		
C12145/MF3197	.	$54.95
65-Pc. Set.		
C12165/MF4497	. . . . .	$74.95

Genuine American Ironstone by ROYAL

A CAROUSEL. Smart center pattern is reminiscent of sunburst design of Aztec artisans. Sets a lovely table for all meals. Golden pineapple
45-Pc. Set. Ship. wt. 35 lbs.
45-4274/RQ2247 . . . **$34.50**
65-Pc. Set. Ship. wt. 49 lbs.
65-6014/RQ3147 . . **$47.50**

B CASA DEL SOL. Strikingly decorated service styled in the Mexican manner. Handsomely executed in Java brown on cream background.
45-Pc. Set. Ship. wt. 35 lbs
45-4275/RQ2247 . . . **$34.50**
65-Pc. Set. Ship wt. 49 lbs.
65-6015/RQ3197 . . . **$47.50**

C CLEAR DAY. Deep double-scroll border pattern boasts popular hand applied appearance. Styled in soft, blending shades of avocado
45-Pc. Set. Ship. wt. 35 lbs.
45-4271/RQ2247 . . . **$34.50**
65-Pc. Set. Ship wt. 49 lbs.
65-6011/RQ3147 . . . **$47.50**

D TRIPLE TREAT. Aptly named—and as enchanting as a small child's drawing. Design is enhanced by interesting border treatment. Avocado.
45-Pc. Set. Ship. wt. 35 bs
45-4276/RQ2247 . . **$34.50**
65-Pc. Set. Ship. wt. 49 lbs.
65-6016/RQ3147 . . **$47.50**

Artisan Melamine Dinnerware by Allied Chemical

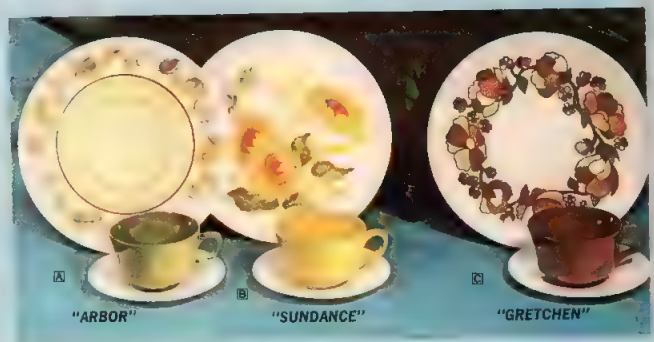
artisan
CASUAL

For everyday use! Functional for every occasion. Beautiful patterns in today's most wanted colors. Ideal gift for the bride. Guaranteed for 2 years against chipping, cracking, breaking or permanent stains

A ARBOR — Granada Green Accents — 53-pc. 10 lbs.
7205-53/AH1097 . . **$19.95**

B SUNDANCE—Antique Gold Accents – 53-pc. 10 lbs
7216-53/AH1097 **$19.95**

C GRETCHEN — Copper Brown Accents — 53-pc. 10 lbs.
7222-53/AH1097 . . **$19.95**



53-pc. service for 8: 8 decorated 9" dinner plates; 8 cups; 8 saucers; 8 bread and butter; 8 fruit bowls; 1 12" platter; 1 vegetable bowl; sugar bowl and cover; creamer; plus 8–12 oz. Krystalite tumblers. 10 lbs.

A MUSTANG-Y — Water-resistant* calendar watch with 2-tone brown/champagne dial, 17 jewels; unbreakable mainspring, Yellow top; stainless steel back. Expansion bracelet.
A139-Helbros-2750 . . Ret. $55.95

B MUSTANG-W — Same as above, in white, with grey dial, blue inlay markers.
A140-Helbros-2450 Ret $49.95

C CLIPPER-Y — Water-resistant*; day-date with instant date-change feature. 17 jewels; unbreakable mainspring 2 tone-champagne/brown circles. Yellow top; stainless steel back. Center-expansion bracelet.
A84-Helbros-3350 Ret. $67.95

D CLIPPER-W—Same, in white with 2-tone grey/blue dial.
A85-Helbros-2955 Ret. $59.95

E PORPOISE-Y — Water-resistant*; day-date with instant date-change feature, 17 jewels; unbreakable mainspring, Yellow top; stainless steel back. Expansion bracelet.
A141-Helbros-3075 . Ret. $61.95

F PORPOISE-W—Same, in white.
A142-Helbros-2750 Ret $55.95

G SENECA-Y—Water-resistant*. Full-figure dial. 17 jewels; unbreakable mainspring Yellow top, stainless steel back. Expansion bracelet.
A17-Helbros-2495 . Ret. $49.95
SENECA-W Same, in white.
A18 Helbros-2195 Ret $43.95

H NEPTUNE-Y — Water-resistant*, calendar. 7-jewel budget special! Yellow top; stainless steel back Expansion bracelet.
A76-Helbros-2395 Ret $47.85
NEPTUNE-W—Same, in white.
A77-Helbros-2178 . . Ret. $43.95

J OXFORD-Y — Water-resistant* calendar watch, 17 jewels; unbreakable mainspring Yellow top; stainless steel back. Expansion bracelet.
A137-Helbros 3100 Ret. $62.95
OXFORD-W Same in white with blue dial.
A138-Helbros 2750 . . Ret $55.95

K PAYNE-Y Water-resistant* calendar watch. 17 jewels; unbreakable mainspring. Yellow top, stainless steel back. Expansion bracelet.
A11-Helbros-3150 Ret $63 95
PAYNE-W Same, in white with white dia
A12-Helbros-2795 Ret. $55.95

L DORSEY-Y — Water-resistant* calendar watch 17 jewels, unbreakable mainspring. Yellow top, stainless steel back; Center expansion bracelet
A143 Helbros-2750 Ret. $55.95
DORSEY-W—Same, in white.
A144-Helbros-2450 . Ret. $49.95

M SEA-TIMER-W — Water-resistant* to 600 feet Skin-Diver, calendar Self-winding. Rotating bezel 17 jewels, unbreakable mainspring. All stainless steel case. Adjustable bracelet.
A70-Helbros-4550 Ret $91.95
SEA-SCOUT-W—Same, but manual wind.
A71-Helbros-3750 . Ret $75.95

N SWORDFISH-W—Water-resistant*, day-date Skin-Diver Self-winding Instant date-change feature, Rotating bezel Incabloc shock-absorber 17 jewels unbreakable mainspring Usable to depth of 600 feet Blue dial All stainless steel case, Bracelet has adjustable buckle
A19-Helbros-4950 Ret. $99.95
KINGFISH-W—Same, but manual wind.
A113-Helbros-3975 Ret. $79.95

**According to the regulations of the Federal Trade Commission.*

World-Famous

HELBROS WATCHES

a division of Elgin National Industries, Inc.

A RHAPSODY-W—Ten 8-facet diamonds* 21 jewels. Round Petite with facet-cut crystal. White top; stainless steel back; unbreakab e mainspring. Mesh-cord bracelet Safety chain.
(In white only.)
A98-Helbros-5950 . . . . . Retail $119.95

B VICTORIA-Y—Elegant baguette shape! 17 jewels Yellow top stainless steel back, unbreakable mainspring. Tapered mesh bracelet with safety chain.
A96-Helbros-4450 . . . . . Retail $89.95
VICTORIA-W—Same, in white.
A01-Helbros-4450 . . . . . Retail $89.95

C JANET-Y Smart Round; 17 jewels; full-figure dial. Sweep second-hand. Yellow top; stainless steel back; unbreakable mainspring. Mesh bracelet.
A24-Helbros-3250 . . . . . Retail $65.95
JANET-W—Same, in white.
A25-Helbros-3250 . . . . . Retail $65.95

D LOTUS-Y—Delightful Oval! 17 jewels; Yellow top, stainless steel back. Unbreakable mainspring. Tapered bracelet with safety chain.
A22-Helbros-2650 . . . . . Retail $53.95
LOTUS-W Same, in white.
A23-Helbros 2650 . . . . . Retail $53.95

E MICHELLE-Y—17-jewel Round with full-figure dial Yellow top; sta dless steel back; unbreakable mainspring. Expansion bracelet
A132-Helbros-2595 . . . . . Retai $51 95
MICHELLE-W—Same, in white.
A133-Helbros-2595 . . . . . Retail $51.95

F GISELLE-Y—17-jewel Marquise with facet-cut crystal! Yellow top, stainless steel back, unbreakable mainspring Expansion bracelet
A20-Helbros-2295 . . . . . Retail $45.95
GISELLE-W—Same, in white.
A21-Helbros-2295 . . . . . Retail $45.95

G BALLET-Y Classic oval creation. 7 jewels; yellow top, stainless steel back; unbreakable mainspring. Tapered bracelet with safety chain.
A40-Helbros-2075 . . . . . Retail $41.95
BALLET-W—Same, in white.
A41-Helbros-2075 . . . . . Retail $41.95

H GINA-W—Water-resistant*; 7-jewel nurse's-style watch. Has a sweep second-hand and unbreakable mainspring. White top; stainless steel back. Expansion bracelet
A91-Helbros-2475 . . . . . Retail $49.95
GINA-Y—Same, in yellow.
A90-Helbros-2750 . . . . . Retail $56.95

J PRIMROSE-W Two 8-facet diamonds in Marquise shape, with facet-cut crystal! 17 jewels; unbreakable mainspring White top, stainless steel back. Tapered bracelet with safety chain.
A56-Helbros-3275 . . . . . Retail $65.95
PRIMROSE-Y—Same, in yellow.
A57-Helbros-3275 . . . . . Retail $65.95

K EXOTIC-W—Two 8-facet diamonds in a Petite Round-in-Marquise with facet-cut crystal! 21 jewels, unbreakable mainspring White top; stainless steel back Tapered mesh bracelet with safety chain.
A34 Helbros-4250 . . . . . Retail $85.95
EXOTIC-Y—Same, in yellow.
A36-Helbros-4250 . . . . . Retail $85.95

L REGENCY-W—Four 8-facet diamonds adorn this Petite Marquise! Facet-cut crystal. 21 jewels, unbreakable mainspring. White top; stainless steel back. Tapered bracelet with safety chain.
A38-Helbros-4430 . . . . . Retail $89.95
REGENCY-Y—Same, in yellow.
A39-Helbros-4450 . . . . . Retail $89.95

M ROSETTE-W—Six 8-facet diamonds surround this Petite Round-n-Square! 21 jewels; unbreakab e mainspring. White top, stainless steel back. Mesh cord bracelet with safety chain.
A96-Helbros 4950 . . . . . Retail $99.95
ROSETTE-Y Same, in yellow.
A97-Helbros-4950 . . . . . Retail $99.95

**According to the regulations of the Federal Trade Commission.*

THE CONVERTIBLE

16-in. Sidewalk Bike

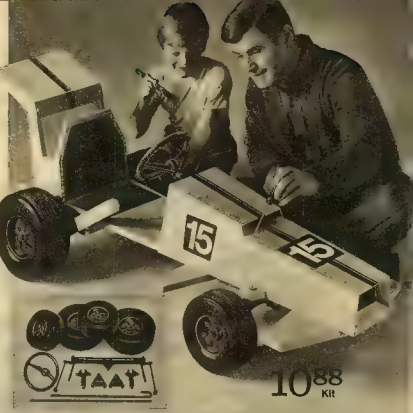
ONLY

27.94

Tank moves down—converts to girl's bike

Share the fun! Use as girl's or boy's bike—streamlined tank moves down easily for conversion. Coaster brake assures fast stops. 16-in. ball-bearing, tangent spoke wheels have puncture-proof tires—no worry about flats. Rear reflector and reflective pedals. Chrome-plated handlebars. Adjustable training wheels are removable as rider gains confidence. Metallic goldfish finish with yellow overspray—bright beginning for the cyclist!

48 T 13036 R—Ship. wt. 31 lbs. **27.94**



10.88 Kit

NEW! Mickey Mouse Horn 2.99

Press remote control button and Mickey sounds off merrily. Soft plastic head; metal bracket for attaching horn to handlebars of bike or trike. Uses 2 penlight batteries (not included, sold pg. 308). Hong Kong. For tricycles, see pg. 315.

48 T 13596—Ship. wt. 1 lb. 6 oz. **2.99**

Build Your Own RACER

All you add is lumber, labor, paint—and you've a sleek racer all your own! With Dad and son as the pit crew, project can be completed with ordinary hand tools. Just lay full-sized patterns on wood you supply and cut with handsaw. Kit includes: two 10x4-in. molded rear wheels, two 8x3½-in. front wheels, steering wheel with steel steering assembly, hardware plus cut-out trim (numbers and stripes), complete instructions. Finished racer measures 48 in. long; has hand brake, front and rear air foils, footrest.

48 T 13402—Ship. wt. 10 lbs. . . . . kit **10.88**

NEW!

"LONGHORN" BIKE

17.66

17.94

Yippee! The racy look of a 2-wheeler in a sidewalk bike for children ages 4 to 8. A winner—from longhorn style handlebars, to banana shaped seat, to "roll bar" Coaster brake for fast, sure stops. For safety, wheels are spokeless and precision gear drive is completely enclosed. Removable training wheels provide stability. Molded plastic with sturdy steel fork. Abt. 37 in. long. Truly a Fabulous Value!

48 T 13038 M. Ship. wt. 25 lbs. **17.66**

NOTE: Wheel toys shipped partly assembled. Instructions incl. See shipping information, pg. 357.

New! The "Lean Machine" unique idea in cycling fun. To steer it, just lean the direction you want to go. Zig, zag, turn circles 'round your pals—play a crazy game of tag or make up your own free-wheeling games. Specially painted, rugged tubular steel frame with self-balancing, heavy-duty spring make it fun and easy to ride. 2 rear wheels keep it steady. Ball-bearing pedal crank. Spoked front wheel. Comfy, bucket style seat. Ages 6 to 12.

48 T 13021 M—Ship. wt. 14 lbs. **17.94**

Do amazing sidewalk tricks

(A) 16.94

(B) 2.69 pair

(A) Deluxe Unicycle has big 20-in. ball-bearing, zinc-plated wheel with wide-track 1¾-in. puncture-proof white sidewall tire. Goes forward, backward, turns tight circles. Chrome-plated fork. Padded vinyl saddle adjusts for leg reach from 29 to 35 in. Balance poles, sold separately below, make learning to ride extra easy.

48 T 13030 M. Ship. wt. 14 lbs. **16.94**

(B) Unicycle Balance Poles. Tubular steel. 41 in. long.

48 T 13022—Ship. wt. 2 lbs. 8 oz. . . . pair **2.69**

Our best sleds—built for rugged action

low as **13.49** 47-in.

A **Start off fast . . . finish first . . .** take turns and curves with smooth, sweeping ease. Chrome-plated steel "Y"-type steering bar with plastic hand grips provides better control. Steel runners grooved for increased speed; ends closed for safety. Chromed steel cowling over front end of sled resists impacts; protects against damage. One-piece deck coated with weather-resistant varnish.

48 T 13625 R 65-in. length, 8 braces. Ship. wt. 14 lbs. 8 oz. . . . **17.79**
48 T 13626 A—59-in. length, 6 braces. Ship. wt. 13 lbs. 8 oz. . . . **16.49**
48 T 13627 A—53-in. length 6 braces. Ship. wt. 12 lbs. 8 oz. . . . **15.39**
48 T 13628 A—47-in. length. 4 braces. Ship. wt. 11 lbs. 8 oz. **13.49**

Durable budget sleds

low as **7.25** 41-in.

B **Great fun at a low price** . . . steel runners grooved for speed; ends closed for safety. Red enameled metal parts. One-piece decks have protective varnish finish to resist wet and weather

47-in. length. Ship. wt 9 lbs. 8 oz.
48 T 13632 A—Four braces **8.98**

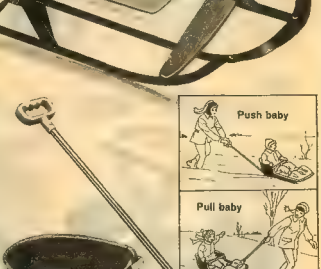
41-in. length. Ship. wt. 8 lbs. 8 oz.
48 T 13633 A—Four braces **7.25**

2.99

Why Pay More?

We doubt you'll find a poly toboggan at this low price with all these features!

C **Tough, one-piece molded construction** has no seams to separate. Sleek, smooth undersurface slides swiftly over snow. Room enough to hold two tots—built-up rim keeps them inside and dry; four sturdy poly handles provide hold-on security. Lightweight for easy handling. Decorated with colorful racing stripes. Holes in front rim allow you to add your own tow rope.
48 T 13712 A—About 51 in. long, 18 in. wide. Ship. wt. 3 lbs. 3 oz. . . . . only **2.99**



Push-Pull Baby Boggan **7.98**

D **Baby's outing is more fun in his very own boggan.** Contoured molded body has raised seat, high back and safety straps to hold baby comfortably and securely. Detachable, sure-grip handle can be used at front for pulling or at rear for pushing. Length of body about 30 in.
48 T 13708 M—Ship. wt. 5 lbs. **7.98**

"CHARGE IT"
No Monthly Payment Til Feb. If You Order By Nov. 15. For Terms Relating to Deferred Payment See Pgs. 383-384.

SAVE THIS CATALOG

Order toys from this book until Aug. 31, 1974

Don't miss the 1000's of gift ideas in our Big Fall Book

Mighty Mo's by Ideal

vuruuum

with big truck sound

16.88

Big rigs roll to the job on their own steam! Special gears, big friction tires turn one push into a long, powerful ride . . . they can even climb a hill! 15x9x7¾-in. high plastic bulldozer has adjustable scoop to dig sand, pebbles. 12x8¾x6¼-in. high plastic dump truck tilts to dump load. Assorted colors. Mailable

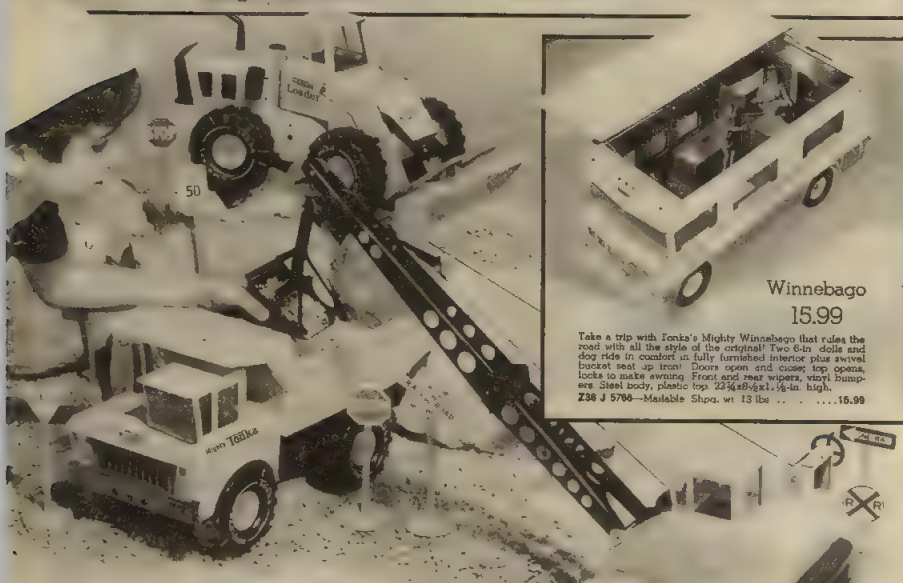
Z36 J 5787—(8 lbs.) . Complete **16.88**
Z36 J 5785—Bulldozer. (4 lbs.). **8.77**
Z36 J 5786—Dump truck. (4 lb.) **8.77**

Winnebago

15.99

Take a trip with Tonka's Mighty Winnebago that rules the road with all the style of the original! Two 6-in dolls and dog ride in comfort in fully furnished interior plus swivel bucket seat up front! Doors open and close; top opens, locks to make awning. Front and rear wipers, vinyl bumpers. Steel body, plastic top. 22¾x8½x1.⅛-in. high.

Z36 J 5766—Mailable Shpg. wt 13 lbs **15.99**



MIGHTY TONKAS

complete roadwork fleet for junior hardhats

17.99

See the signs. There's heavy equipment ahead—a loader and a dump truck. Put on your hard hat for you're the contractor in charge! Set up sites for dam, road, canal construction. Loader with swivel cab scoops up dirt, sand and small stones—loads into giant dump truck you can actually ride! Hand lever tripe dump to put the load where you want it. Twelve 7½-in. high road-building signs warn travelers of construction ahead. Steel and plastic with realistic detailing. Loader: 19¾x9½x8¾ in. high. Dump truck 18½x9x10¼-in. high. Plastic hat fits all sizes. Mailable.

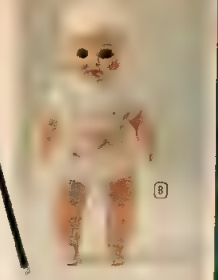
Z36 J 5768—(20 lbs.) . . . . . Complete **17.99**
Z36 J 5764—Loader only (10 lbs.) **8.99**
Z36 J 5765—Dump truck only (9 lbs.) **6.99**
Z36 J 6768—Signs, Hard hat only. (12 oz.) **2.99**

Nylint shovel 7.99

Nylint's authentic replica made of heavy gauge steel. Crane lowers, bucket bites—tips when raised to top of boom. Enclosed cab pivots full circle. 37⅛x7½x10⅝" high.

Z36 J 5750—Mail. (11 lbs.) **7.99**

DOLL SWING



THE SKYWINGER
Swings for over 10 minutes

(A) DOLL SWING 28" high made of strong ½" steel tubing with baked on non toxic finish. Heavy duty plastic has bright padding. Swings for over 10 minutes ... keeps little girl happy for hours.
C04 Graco 549 (5 lbs.) **$7.95**

(B) "LOVE ME BABY" DOLL With soft washable skin you love to touch. She drinks wets, cries tears can be bathed. Go to sleep eyes, rooted hair. Brings her own nursing bottle. 15" tall.
C02 Horsman 577 (5 lbs.) **$8.50**

(C) "TINY TEARS" Put her down and her baby blue eyes cry. Pick her up and cuddle her ... she stops crying. Soft molded body, dotted blonde hair. She drinks and wets, too! Arms and legs are flex bte and her head turns. With bottle.
C67 Ideal 699 (3 lbs.) **$11.50**

(D) VELVET'S LITTLE SISTER This chubby little doll can move her arms and legs in winsome poses, turn her head ... and her big beautiful eyes will melt your heart. She's dressed in a pretty bright orange 2 pc. outfit and her auburn hair grows from a bob to knee-length!
C66-ideal-389 2 lbs.) **$6.50**

(E) BUSY BOX—10 ACTIVITIES IN 1 Hours of amusement for inquisitive children. Doors and drawers to open, dials, cranks, knobs, wheels to turn, noisemakers etc. No loose parts — safe for the very young. Mounts in play pen or crib. Commended by Parents magazine.
C01-Kohner 469 (3 lbs.) **$6.95**

(F) BUSY BATH It's a child's aquatic amusement park, for the bathtub. Fun activities include pump, rotating, squirting fish, water carousel, etc.
C03-Kohner-519 (3 lbs.) **$7.95**

(G) BABY ACTION BALL Rolls and bobbles while bright plastic granules in axial hourglass sift back and forth. It's a clutch ball, too. 6¾" diameter.
C13-Playskool-249 (1 lb.) **$3.25**

(H) BABY MIRROR Unbreakable polished stainless steel face. 8 balls in rim are safe for chewing. Bell in hub.
C12 Playskool-159 (1 lb.) **$2.25**

(I) SHAKE 'N ROLL RATTLE 5 toys in 1. Tough plastic rattle with safety mirror top. Soft vinyl handles and edges for safe teething. Bangable roller and thumper toy for age 3-18 months. Non-toxic.
C34 FishPrice 249 (1 lb.) **$3.25**

(K) "OLLIE" COZY COASTER Cute lovable coaster for tots from 1 to 3. Molded of polyethylene with rounded corners. Red yarn hair, button nose.
C02-Rotadyne-587 (5 lbs.) **$8.95**

(L) FROG TOY BOX. Friendly frog holds toys in his tummy 24" diameter and 22" high. Holds loads of toys, cases of soda pop. Made of soft strong polyethylene. Completely safe.
W03 Rotadyne 997 (10 lbs.) **$14.95**

(M) BABY CRIB PLAY GYM The fun way for baby to exercise. Six movable pieces turn separately. Has two sturdy gripper handles and center bar for pull-ups. Flower and butterfly for pushing and spinning. Big see thru roll around rattle in center. Unique hook secures to crib playpen. Age 3-18 months.
C36-FishPrice-429 (3 lbs.) **$5.95**

(N) PLUSH CUDDLY CUB Musical chime bear rocks and rolls at a touch. Bell inside chimes whenever he moves. His head turns, but won't come off. Fine plush and cotton with felt eyes and nose. Lift-up big with pocket. Every thing rock-a-bched. Chewable — surface washable. Age 3 months to 3 years.
C35-FishPrice-477 (3 lbs.) **$6.59**

the more you pump
the louder
it whines
. . . the faster
it goes

Kenner's Daredevil TTP STUNT CAR set 7.88

The course is set . . . down the ramp along the monorail, over the six barrels and then on two wheels through a cordon of twelve pylons. Can the TTP stunt car do it? Driver pumps up launch tower fires . . . and it's through! Better than on TV because you did it! Plastic—9-in. tower, 6½-in. car.

35 J 5401—Shpg. wt. 2 lbs. 7 oz. 7.88

Ideal's Evel Knievel STUNT CYCLE 9.99

Here's Evel Knievel on his plastic cycle—just like on TV. Go hog wild . . . do wheelies, soaring jumps, spinouts and stay in control. Gyro rotor powers and balances. Super traction tires, shock absorber.

35 J 5454—(14 oz.) .9.99

Time it . . . Remco's fast DRAGCHUTE DRAGSTER 14.88

Fast . . . it's a replica of the world's fastest! You've seen its blur on TV . . . now you and your friends can race it against the clock. Pump up the power ejector and aim at the timing tower. When plastic car cuts electronic beam, tower instantly figures speed. Works for any car. Uses 4 "D" batt. (not incl.)

Z35 J 5400—Mailable. (6 lbs.)... ....14.88

FLIPPIN' FOOL . . . Hasbro's stick shift dynamite stunt set 10.66

Fires out of "H" pattern gear-shift launch. Rev it through the first three, then slam it out onto the track in fourth! Plastic flip-over car streaks to the jump ramp then somersaults through the air to a perfect landing. Power console uses 4 "D" batteries (not incl.).

35 J 5450—Shpg. wt. 3 lbs 3 oz. 10.66

STICK SHIFTER by Hasbro— it roars 6.77

You've seen and heard it on TV—your dragster revving through the gears. Slam it into 4th, it takes off in a wheelie launch. Plastic. "H" pattern stick shifter uses 3 "D" batteries. (not incl.).

35 J 5483—(3 lbs. 3 oz.).....6.77

See page 235 for Spiegel Budget Power terms—No Money Down

Genuine Jade

FROM THE ORIENT
by International Designs

A. BRACELET. Two heavy carved Jade sections from perfect circle. Hinged, clasp etched silver gold plate.
6202/EG4462 ..... $89.75

B. 16" NECKLACE. 8mm Jade beads, gold plated clasp.
6301/EG4492 ..... $89.85

C. EGYPTIAN PENDANT. Symbol of Life, hand carved Jade. 24" gold filled chain.
6008/EG1200 ..... $24.00

D. CARVED GODDESS PENDANT. 24" gold filled chain.
6009/EG1482 ..... $28.85

E DISC PENDANT. Long Life Character, silver 24kt gold plate 24" gold filled rope chain.
6006/EG1482 ..... $29.85
Same as above, Good Luck in Chinese.
6007/EG1492 ..... $29.85

F. CHAI SYMBOL PENDANT. Hand cut and polished Jade. 24" gold filled chain.
6001/EG1128 ..... $22.50

G. FISH PENDANT. 1½" high, 24" gold filled chain.
6010/EG975 ..... $19.50

H. ANCIENT BUDDHA PENDANT. 24" gold filled chain.
6003/EG1278 ..... $28.85

J. BUDDHA EARRINGS. Gold Long Life top 14kt. Pierced.
1448/EG2325 ..... $46.90
1447/EG2485 Same as above regular style. ... $49.65

K. BUDDHA CHARM. Hand carved Jade.
1810/EG995 ..... $11.90

L. SPEAR SHAPED EARRINGS. Jade, sphere top. 14kt. Pierced
1444/EG2010 ..... $42.75
1445/EG2175 Same as above, regular style. $43.50

M. SPEAR SHAPED PENDANT. Delicately etched Jade, 14kt. gold tops, chain included.
1642/EG1228 ..... $34.50

N. ROUNDED TEARDROP EARRINGS. Jade, 14kt. gold tops in Chinese Long Life Symbol. Pierced.
1442/EG2325 ..... $46.50
1443/EG2485 Same as above, regular style. ... $49.65

P BAMBOO EARRINGS. Hand carved Jade, suspended from polished Jade spheres. 14kt. Gold Chinese Characters. Pierced
1452/EG2325 ..... $46.50
1453/EG2485 Same as above, regular style... $49.65

Q. BRACELET. Curved Jade rods with links of gold plate that are Good Luck sayings
8201/EG2952 ..... $53.85

R. HOOP EARRINGS. Flat Jade Long Life tops in 24Kt gold plate. Pierced, have 14Kt. posts.
8403/EG1813 ..... $32.25
6404/EG1762 Same as above, regular style $35.25

Prices subject to change without notice

These items set in 14kt. Gold

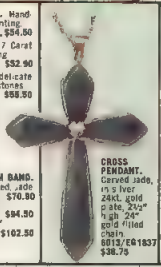
AA. MARQUISE RING. Hand-florentined finish mounting.
1101/EG2725 ..... $54.50

BB. CABOCHON RING. 7 Carat Jade in lovely setting
1102/EG2645 ..... $52.90

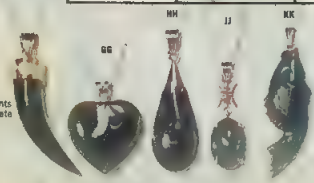
CC. PRINCESS RING 4 delicate Marquise shaped Jade stones
1104/EG2775 ..... $58.50

DD. CLASSIC BAND.
5/16" gold lined Jade.
1007/EG2925 $56.90
as above, 3/8"
1008/EG2645 $57.50
as above, 7/16"
1009/EG4725 $94.50

EE. ROPE TRIM BAND.
5/16" gold lined Jade
1005/EG3545 $70.80
as above 3/8"
1006/EG4725 $94.50
as above 7/16"
1021/EG5125 $102.50



CROSS PENDANT. Carved Jade, mounted in silver 24kt. gold plate, 2¼" high. 24" gold filled chain.
6013/EG1837
$38.75



All pendants complete with 14kt. gold chain.

FF. TOOTH PENDANT Smoothly polished Jade. 14kt. gold top
1639/EG1878 ..... $31.50

GG. HEART PENDANT. Hand carved and polished, with gold chain.
1802/EG1319 ..... $26.25

HH. TEARDROP PENDANT. 10 Carat Jade. This gem is suspended from gold cap, with chain
1634/EG1423 ..... $26.50

JJ OVAL PENDANT. Jade cabochon. Long Life symbol in 14kt gold.
1870/EG1350 ..... $27.00

KK. FISH PENDANT. Hand carved, 14kt gold top, chain included.
1693/EG875 ..... $19.50

LL. BUDDHA PENDANT. Smiling face, 24" gold filled chain
6012/EG1675 ..... $37.80

MM. CARVED ELEPHANT PENDANT Hand carved and polished. 24" gold filled rope chain.
6011/EG1492 ..... $28.85

all beautifully gift boxed

These items set in 14kt. Gold

A. Owl Pin with jade center in gold finish on Sterling.
7188/RZ580 Pin $10.85
B. Teddy Bear Pin with Tiger eye center in gold finish on Sterling.
7187/RZ580 Pin $11.85
C Genuine hand-carved ivory rose bracelet in 12K GF
7049/RZ1530 Bracelet $20.85
D Genuine hand carved ivory rose pendant and matching earrings, 12K GF.
7033/RZ575 Pendant $10.95
7034/RZ685 Screwback Earring $ 9.35
7035/RZ485 Pierced Earring $ 9.85
E. Genuine Scarab circle pin and FB earrings, 12K GF
7038/RZ410 Set $28.95
7037/RZ350 Pin (Only) $17.85
F. Genuine Jade and filigree bracelet in 12K GF.
7182/RZ1080 Bracelet $20.95
G. Genuine Onyx bracelet with Cultured Pearls 12K GF
7050/RZ1200 Bracelet $22.98
H. Hoop Earring for pierced ears. Bamboo motif in 12K GF 14K wire.
7186/RZ400 Pierced Earring $ 7.85
J. Delicate Filigree Wedding Band Earring; 12K GF.
7038/RZ505 Earring pr. $ 9.95

K. Genuine Carnelian Cameo brooch and matching French back earrings Gold finish on Sterling Silver
7000/RZ1983 Set $37.95
7001/RZ1150 Pin (On y) $21.95
K. Mother-of-Pearl Cameo Brooch and FB earrings Sterling Silver (Item not illustrated)
7002 RZ1985 Set $37.95
7003, RZ1150 Pin (on y) $21.95
L. Jade Brooch and FB earrings; gold finish on Sterling.
7015/RZ1535 Set $26.95
7016/RZ880 Pin (only) $16.95
M. Genuine Jade pendant and earrings. 12K GF
7022/RZ535 Pendant $10.95
7023/RZ745 Screwback Earring $13.95
7024/RZ745 Pierced Earring $13.95
N. Genuine Onyx pendant and earrings, 12K GF
7026/RZ415 Pendant $ 7.95
7029/RZ495 Screwback Earring $ 8.95
7030/RZ495 Pierced Earring $ 8.95
O. Frosted rose pendant and matching earrings set with genuine diamonds, 12K Gold filled.
7044/RZ960 Pendant $18.95
7045/RZ1075 Screwback Earring $20.95
7046/RZ1575 Pierced Earring $28.95

Karen Lynne

12K GOLD FILLED JEWELRY and STERLING SILVER

P. Genuine Carnelian Cameo pendant, earrings, 12K GF.
7012/RZ838 Pendant $11.95
7013/RZ825 Screwback Earring $15.95
7014/RZ825 Pierced Earring $15.95
Q. Lady Bug pierced earring in enamel on Sterling. GF
7156/RZ440 Pierced Earring $ 9.95
R. Guild Pearl pre. earring with 14K gold posts, 12K GF.
7185/RZ480 Pierced Earring $ 6.95
S. Tiger eye pre. earrings with 14K gold posts, 12K GF
7018/RZ495 Pierced Earring $ 8.95
T. Genuine Angel Skin Coral pierced earrings 14K gold posts 12K GF
7018/RZ500 Pierced Earring $ 9.95
U. Genuine Jade pre. earrings with 14K G. Posts 12K GF
7011/RZ495 Pierced Earring $ 8.95
V. Genuine Opal pre. earrings with 14K G. Posts 12K GF.
7009/RZ690 Pierced Earring $16.95
W Genuine Onyx pre. earrings with 14K G. Posts 12K GF.
7010/RZ495 Pierced Earring $ 8.95
X. Capped Opal pre. earrings with 14K G. Posts 12K GF
7161/RZ780 Pierced Earring $14.95

Y. Blue Moonstone pendant and matching earrings. Sterling Silver with Rhodium finish.
7025/RZ375 Pendant $ 7.95
7028/RZ455 Screwback Earring $ 8.95
7027, RZ455 Pierced Earring $ 8.95
Z. Mother-of-Pearl Cameo pendant and earrings Sterling Silver
7008/RZ625 Pendant $11.95
7007/RZ825 Screwback Earring $15.95
7008/RZ825 Pierced Earring $15.95
AA. Hematite cage pendant and earrings in Sterling Silver
7038/RZ505 Pendant $ 9.95
7040/RZ829 Screwback Earring $13.95
7041 RZ825 Pierced Earring $13.95
BB. Hand-carved ivory rose pin and FB earrings, 12K GF
7031/RZ1200 Set $21.95
7032/RZ705 Pin (only) $13.95
CC. Hand carved ivory rose pin and FB earrings, 12K GF
7020/RZ1200 Set $23.95
7021/RZ700 Pin (only) $13.95
DD. Hand carved ivory circle pin and FB earrings 12K GF
7042/RZ1180 Set $21.95
7043/RZ705 Pin (only) $12.95

LUXTONE

THE FINEST LINE IN TRANSISTOR RADIOS

LUXTONE 1404. AM Portable Radio. Precision direct tuning. Leatherette Cabinet w/ matching color grill. Jack for optional AC Adapter. Asstd. Colors. Complete w/4 Penlite Batts. Size: 7" x 4½" x 2¼".

D13-Luxor-747 . . . . . Retail $10.95

"It's a Radio"

LUXTONE *P-600. AM Panda Radio. Carry it, or put it on dresser. The eyes are the Volume and Tuning Controls. Complete w/9 volt battery and gift box. Size 5½" x 4".

D14-Luxor-680 . . . . . Retail $8.95

LUXTONE 1406. AM Portable Radio w/built in AC Cord. Automatic AC/DC change over. Leatherette cabinet fashionably styled. Rich tone quality. Complete w/Batts., Earphone & Gift Box. Asstd. Colors. Size. 9" x 5¼" x 2½".

D15-Luxor-997 . . . . . Retail $14.95

LUXTONE PFM-870. AM/FM Pocket Size Radio. Excellent tone and reception. Slide rule precision tuning. Stylish cabinet w/carrying strap. Complete w/9 Volt Batt., Earphone & Gift Box. Asstd. Colors. Size: 5" x 3" x 1½".

D16-Luxor-977 . . . . . Retail $13.95

LUXTONE 1173. AM/FM Deluxe Rechargeable Radio. Full Circuit Chassis, for strong pick up of AM & FM. Air-Suspension Speaker Grill with "Sound Diffuser", for high tone quality. AC & Battery. Complete w/Shoulder Strap, Earphone, Batts., Gift Box. Asstd. Colors. Size: 9" x 6" x 3½". British Design Patents. U.S. Copyright Registration.

D17-Luxor-1947 . . . . . Retail $28.95

"It's a Radio"

LUXTONE 6255. Head Phone Radio. For private listening, with Two Speakers. Soft Plastic Sound-Muffler. Adjustable Headband. Powerful tone and reception. Complete w/9 Volt Batt. & Gift Box. Size. 3½" x 8" x 8".

D18-Luxor-1297 . . . . . Retail $19.95

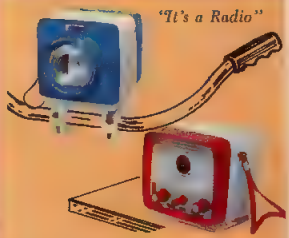
LUXTONE 2408-A. AM/FM/AFC Portable Radio. Battery & Electric. New Speedometer type Tuning. Special fixture to hang Radio on wall. Superior reception & Tone quality. Complete w/Batts., Earphone & Gift Box. Asstd. Colors. Size: 6" x 6" x 2½".

D19-Luxor-1397 . . . . . Retail $21.95

LUXTONE 1965-M. Multi Band Portable Radio. AM/FM/Police/Air & Weather. AC & Battery. "Two Position" Handle converts the radio into a Table Model. Complete w/Batts., Earphone & Gift Box. Asstd. Colors. Size 8¼" x 7¾" x 3". British Design Patent. U.S. Copyright Registration. *Same as above, 1961 available in AM/FM only

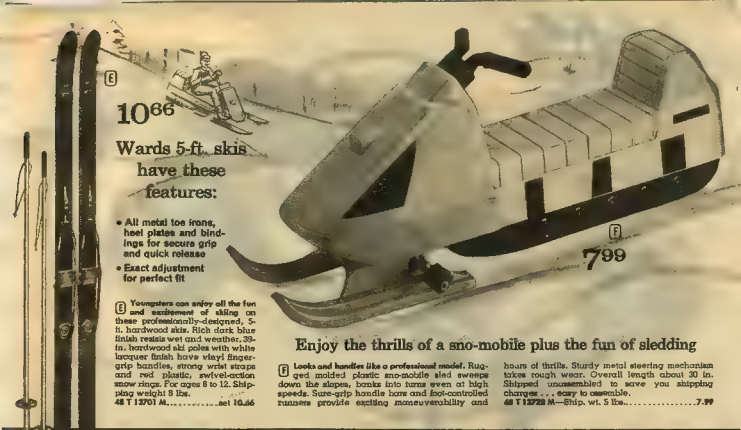
D20 Luxor-2380 . . . . . Retail $34.50
AM/FM Only
*D21-Luxor-1840 . . . . . Retail $27.95

"It's a Radio"



LUXTONE BR-457. AM Bicycle Radio w/Lamp & Signal Horn. Just snap the lever, and it is removed from the Handle Bar, without unscrewing the Brackets. Converts automatically into a Portable or Table Model. Complete w/Batts., Mounting Bracket & Gift Box. Asstd. Colors. Size 3½" x 4" x 4".

D22-Luxor-1070 . . . . . Retail $15.50



E

10.66

Wards 5-ft. skis have these features:

- All metal toe irons, heel plates and bindings for secure grip and quick release
- Exact adjustment for perfect fit

E Youngsters can enjoy all the fun and excitement of skiing on these professionally-designed, 5-ft. hardwood skis. Rich dark blue finish resists wet and weather. 39-in. hardwood ski poles with white lacquer finish have vinyl finger-grip handles, strong wrist straps and red plastic, swivel-action snow rings. For ages 8 to 12. Shipping weight 8 lbs.
48 T 13701 M.....set 10.66

F

7.99

Enjoy the thrills of a sno-mobile plus the fun of sledding

F Looks and handles like a professional model. Rugged molded plastic sno-mobile sled sweeps down the slopes, banks into turns even at high speeds. Sure-grip handle bars and foot-controlled runners provide exciting maneuverability and hours of thrills. Sturdy metal steering mechanism takes rough wear. Overall length about 30 in. Shipped unassembled to save you shipping charges . . . easy to assemble.
48 T 13702 M—Ship. wt. 5 lbs.....7.99

Steel wagon

G

13.44

G Deluxe coaster wagon has one-piece, automotive gauge steel body with safety rolled edges; two coats of red enamel finish. Extra-large body about 36x17¾x4½ in. Extra-wide flange axles. Mod-style, 10x1¾-in. mag-type racing wheels have semi-pneumatic tires; lubricated bearings. With form-grip handle.
48 T 13300 M—Ship. wt. 30 lbs.....13.44

J

Big Wheel

13.74

K

Sport Wheel

10.88

Big Wheels by Marx

J K They're both built for fun and rough use. Sturdy molded plastic construction in bright day-glow colors. Seat adjusts to three positions for more comfort. "Long-horn"-style handlebars have colorful streamers.

(J) The Big Wheel—14-in. front wheel. Steel hand brake controls rear wheel speed. Plastic saddle bag with lock top holds valuables. Steel front fork gives more strength. Simulated dashboard and gearshift panels. For ages 4-8; up to 65 lbs.
48 T 13162 A—About 36x21x20½ in. high. Ship. wt. 17 lbs. 13.74

(K) The Sport Wheel—14-in. front wheel. All the features above plus simulated gear shift panel. About 34x18x19½ in. high. For ages 3 to 8; up to 65 lbs.
48 T 13163 M—Ship. wt. 12 lbs. 8 oz.. .10.88

H

Ranch wagon

19.99

H Built for dual use—holds big loads with stake panels or remove panels and it's a coaster wagon. Hardwood body reinforced with box rods, steel cleats. Finished in clear varnish with red enameled panels. Heavy-gauge steel chassis has smooth safety edges. 10x1¾-in. mag-type racing wheels have semi-pneumatic tires. Comfortable, form-grip handle. Body about 36x17x9¾ in.
48 T 13308 A—Ship. wt. 36 lbs. 19.99

Tricycles

low as

13.44

10-in.

L

L Easy steering, ball-bearing front wheels with puncture-proof, 1¾-in. semi-pneumatic, white sidewall tires. 1¼-in. tubular steel frame has adjustable contoured seat, chrome-plated front fender, double-deck step plate. Adjustable, chrome-plated handlebars have vinyl grips with streamers. 2-coat metallic magenta finish with white trim.

10-in. wheel. Leg reach 15 to 18 in.*
48 T 13130 M—Ship. wt. 15 lbs.. .13.44

12-in. wheel. Leg reach 17 to 20 in.*
48 T 13131 M—Ship. wt. 17 lbs.. .14.44

*Leg reach: Measure from crotch to ball of foot. Order larger size for longer reach as child grows.

hot foot DragSTER

28.74

Do dramatic wheelies on rear wheel

Battery powered! Comes with UL listed recharger so it's always ready to go

Zips along the sidewalk at speeds up to 2 mph. Has deep-dish steering wheel, forward/reverse stick shift, lead-foot accelerator pedal, wide rear racing slicks. High-impact plastic body supports up to 150 lbs. For kids 3 to 9 years. 31 in. long. Rechargeable battery included.

48 T 13471 M—Ship. wt. 18 lbs. **28.74**

REDUCED $2

RRRumbler X-3™

Ⓐ Cruising, dragging, shifting—here's exciting chopper action with the RRRumbler X-3. 2-speed transmission: high gear for cruising, low gear for dragging. Enclosed drive shaft transfers power from pedal to rear gear box. Super traction with Fat Daddy™ racing slicks. Extended plated fork and front spoked wheel. Adjustable custom high-back seat for big or little kids. Sissy bar too. All steel frame with tough, high-gloss enamel finish. Price cut from '73 Christmas Book, page 283. Great savings!

48 T 13139 A—Ship. wt. 30 lbs. **31.99**

Ⓐ

31.99

Was 33.99

FABULOUS VALUE

Ⓑ

11.44

Big Blaster Push-pull—away you go!

Ⓑ Fabulous Value—check our low, low price! Burly looking, but so smooth riding; with easy push-pull on the handlebar, Irish Mail gearing principle glide-rides ages 4 to 8. Rugged high-impact plastic with full-turn steering, comfortable scooped seat. About 28 in. long. The name "Big Blaster?" From that big horn!

48 T 13403 M—Ship. wt. 10 lbs. **11.44**

NOTE: Wheel toys shipped partly assembled. Instructions incl. See shipping information, pg. 387.

23.99

The Hot Seat

Chopper styling with pedal power

Looks like it's moving when it's standing still. Racy styling: chromed twin strut handlebars, large, comfortable contoured seat of molded plastic, molded rear wheels and rubber rib gear tread front wheel for better traction—even has a simulated fuel tank. Nylon pedal drive adjusts to 3 positions—set your own pace with pedal power.

48 T 13139 A—Ship. wt. 23 lbs. **23.99**

"CHARGE IT"

For Complete Credit Terms, see pgs. 383, 384.

LONGHORN sidewalk star 19.95

Your little cowpoke will give out a hoot when he sees this new sidewalk bike by Marx under the tree! Jacketed precision gear internal drive guards against scrapes. Coaster brakes and rubber tire tread give good traction for fast stops. Solid spokeless safety wheels in crease stability. Removable training wheels for beginners. Bike's steel fork construction and curved metal edges make it weather resistant. 17½x18½x26½-in. high. Red/White. For ages 4 to 8. Easy assembly.

Z36 J 3129—Mailable. (25 lbs.) . **19.95**

Superwheel 24.95

Shift and race 2-speed cycle by Marx. 2 die-cast metal gears with straight stick shift for true racing performance! Molded plastic body. Durable rubber wheels—sure-grip front and oversized rear slicks. Chromed steel Longhorn fork. 42 ½x24½x22¾ in. high. Blue/Yellow/Red. For ages 5 to 9. Easy assembly.

W36 J 3131—Mail/Exp. (16 lbs.) . **24.95**

Push power Cheetah Racer 19.95

It's the fastest thing on three wheels! Two independent drive systems: kids pump both pedals at once for quick take-offs or alternate pumping for sustained speed. Rubber front wheel, injection molded rear drive wheels. Sturdy tubular steel frame. Molded seat gives comfort, support. 43x20¾x22-in. high. Colors: Red/Yellow. For ages 4 to 8. Easily assembled.

W36 J 3128—Mail/Express. (21 lbs.) **19.95**

[1]

[3] [4]

[1] **BOY'S 13-IN. TRICYCLE** has chrome fenders and handlebars. Rubber bill board tires, plastic seat. Decals included. 2 to 4 yrs., 17-in. leg reach. Hot Yellow.

Z36 J 7257 Mail. (19 lbs.). **14.95**

10-IN Tricycle (not shown). As above.

Z36 J 7277—Mail. (18 lbs.). **12.95**

[2] **GIRL'S 13-IN. TRICYCLE** has white-wall tires; chrome fenders, handlebars. Plastic seat, basket. Decals included. Ages 2-4. 17-in. leg reach. Hot Grape.

Z36 J 7258—Mail. (19 lbs.) **14.95**

10-IN Tricycle (not shown), as above.

Z36 J 7278— Mail. (18 lbs.) **12.95**

[3] **COASTER WAGON**—the "Radio Jet" for hauling and racing. Enameled steel body. 34x15½x4-in. high. Semi-pneumatic 8½-in puncture proof tires. White wheels with nylon bearings. "Jet Blast" Red. Easy assembly.

Z36 J 3133—Mail (30 lbs.) **9.99**

[4] **"STAKE" WAGON** by Radio Flyer. Sides off—a speedy coaster wagon, sides up—a big load haul ert! Hardwood body, steel chassis, wheels. Puncture proof semi pneumatic tires. 38x14½x14-in high. Red. Easy assembly.

Z36 J 3114—Mail. (23 lbs.) **15.88**

Build a Mazda and a Wankel engine with moving parts!

2 Kits 9.99

Mazda RX-3—the "import car of the year!" Plastic kit built to 1/20 scale with authentic Wankel engine detail, working doors, hood, and trunks removable body . . and more! Over 130 pre-colored parts. Wankel Engine Kit is a motorized model of the revolutionary anti-smog rotary engine. See-thru construction shows moving parts flashing spark plugs! Operates on 2 "AA" batteries (not incl.) Metal and plastic. Assembles to 10 in. long. Display stand included.

35 J 5502—Shipping weight 3 lbs. 3 oz. **Kits 9.99**

Revell's Hot Fords

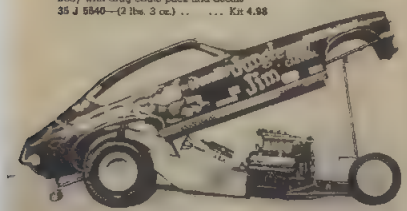
3 Kits 5.99

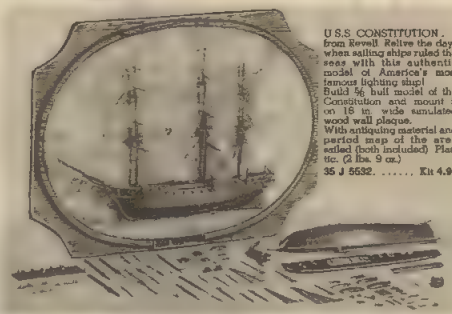
Revell plastic model kits of the Hot Fords . . . wildest wheels on the strip! The Rod Father souped-up roadster offers to drag and you can't refuse! The Orange Crate is a chopped '32 Ford Tudor with blown Olds engine. And Canned Heat is the Express rod around with flame decals! 1/25 scale. Easy to assemble (glue not incl.) With decals and three authentic cloth jacket patches.

35 J 5580—(2 lbs. 13 oz.) . . . **Kits 5.99**

JUNGLE JIM VEGA funny car by Revell styled to a big 1/8 scale! Sports a tilt-up plastic body to reveal the blown and injected 426 Hemi engine. Turnable front tires with wide drag slicks in back. Detailed body with drag chute pack and decals.

35 J 5840—(2 lbs. 3 oz.) . . . . . **Kit 4.98**





U.S.S. CONSTITUTION . . from Revell! Relive the days when sailing ships ruled the seas with this authentic model of America's most famous fighting ship! Build 1/96 hull model of the Constitution and mount it on 16 in. wide simulated wood wall plaque. With antiquing material and period map of the area sailed (both included) Plastic. (2 lbs. 9 oz.)

35 J 5532. . . . . **Kit 4.98**

The Great Chevys

3 Kits 5.99

Revell makes 'em all . . '55, 56 and '57 classics from Chevrolet! Excitingly detailed 1/25 scale plastic model kits are easy to assemble (glue not included) And as a bonus you get 3 authentic cloth jacket patches. Crane Cams. Cragar Wheels. Fram Filter patch. Colorful cars, each about 6 in. long. For ages 7 and up. (2 lbs. 13 oz.)

35 J 5534 . . . . . **Kits 5.99**

See page 235 for Spiegel Budget Power terms—No Money Down

THE ADVENTURERS

Mattel's talking Big Jim explorer 4.99

TALKING BIG JIM from Mattel is not afraid of danger! Pull string on his back-pack radio for 6 sayings. Joints bend and turn. Vinyl; 9½-in. high.
35 J 5050—Not recommended for children under 3. (13 oz.) **4.99**

OUTDOORSMAN'S GEAR for 9½-in. figure. Includes 5 complete adventures: arctic explorer, motor cycle rider, cowboy, hunter and sky diver.
35 J 5053—Shpg. wt. 1 lb. 11 oz. . . . . Set **8.99**

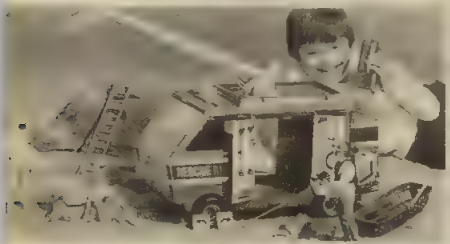
COMPLETE OUTFIT includes Talking Big Jim and outdoorsman's gear.
35 J 5054—Shpg. wt. 2 lbs. 13 oz. . . . . Outfit **10.88**

Big Jack and Big Jim . . . mighty athletes Ea. 2.99

BIG JACK and BIG JIM by Mattel . . . America's sports action heroes! Joints bend and turn make the biceps flex! 9½-in. vinyl figure throws baseball, splits karate board.
35 J 5017—BIG JACK. (1 lb. 3 oz.) **35 J 5010**—BIG JIM. (1 lb.) . . . . . **Ea. 2.99**

SPORTSWEAR AND GEAR SET for 9½-in. figure. 5 complete uniforms: tennis, warm-up, football, baseball, basketball; plus equipment for each sport . . . over 30 pieces in all!
35 J 5012—Shpg. wt. 12 oz. . . . . Set **5.99**

COMPLETE OUTFIT: Choice of Big Jack or Big Jim plus sportswear and gear.
35 J 5018—With Jack. (2 lbs. 11 oz.) **35 J 5013**—With Jim. (2 lbs. 8 oz.) . Outfit **7.88**



BIG JIM RESCUE RIG has everything for emergency missions: 22-in.-long van with telescoping crane; portable communicator sends 6 messages. Uses "D" battery not incl.
Z36 J 5051—Shpg. wt. 6 lbs. Big Jim not included . . . **13.98**

BIG JIM SPORTS CAMPER (not shown) has van similar to above plus camping equipment for a wilderness adventure! Incl. boat, table, chairs, pans, lantern, hatchet, more.
Z36 J 5011—Shpg. wt. 6 lbs. Big Jim not included **8.99**

BIG JIM FISHIN' TRIP SET. Big Jim drives wide-tire dune buggy to the trout stream with his outboard motor boat following behind on its trailer. He's ready for a great weekend in the woods! There's enough equipment for Jim and a friend to camp out—includes tent, 2 sleeping bags, 2 stools and cooking utensils. He can use the fishing pole to try his skill on the lake—even catch fish and "fry" them over the campfire. Big Jim not included
Z36 J 5052—Shpg. wt. 7 lbs. **11.98**

SAVE $6.08 on Melamine dinnerware ensembles with coordinated stainless tableware

95 pcs. 26.88

45-pc. melamine set
plus 50-pc. stainless set

She'll love a new ensemble of color-coordinated Melamine dinnerware and stainless tableware. Save 18% on any ensemble! Separately $32.96.

45-Pc. Melamine Sets for eight include 8 each, 9½ in. dinner plates, bread-butter plates, cups, saucers and dessert dishes, 1 each oval platter, vegetable bowl, sugar bowl/lid, creamer. Spiegel guaranteed for 2 yrs. Free replacement of any piece chipped or broken in normal use.

50-Pc. Stainless Sets: color-bright plastic handles as shown. Service for eight incl. 16 teaspoons; 8 each soup spoons, knives, dinner forks, salad forks. 1 Each, sugar shell, butter knife.

1 "Woodrose" pattern traditional beauty in Gold floral design. Mailable.
Z79 J 2731—95 Pcs. (18 lbs.)....Ensemble **26.88**

45-Pc. Melamine Dinnerware only. Mailable
Z79 J 2732—Mailable. (14 lbs.).....Set **17.98**

50-Pc. Stainless set only. Antique Gold handles.
Z79 J 2924—Mailable (6 lbs.).....Set **14.98**

2 "Vera Cruz" pattern. Aztec inspired design in Grenada Green. Mailable.
Z79 J 2735—95 Pcs. (18 lbs.)... Ensemble **26.88**

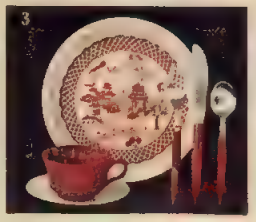
45-Pc. Melamine Dinnerware only.
Z79 J 2736—Mailable. (14 lbs.)..... Set **17.98**

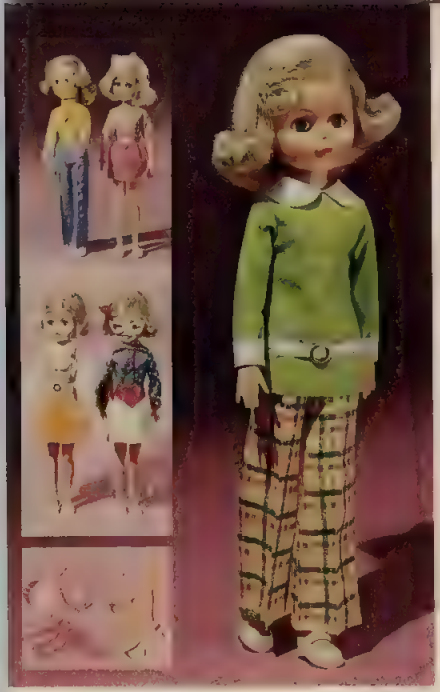
50-Pc. Stainless set only. Granada Green handles.
Z79 J 2905—Mailable (6 lbs.).....Set **14.98**

3 "Shangri-La" exotic oriental design in Burgundy Red. Mailable.
Z79 J 2733—96 Pcs. (18 lbs.) ...Ensemble **26.88**

45-Pc. Melamine Dinnerware only
Z79 J 2734—Mailable. (14 lbs.).....Set **17.98**

50-Pc. Stainless set only. Burgundy Red handles
Z79 J 2927 -Mailable (6 lbs.) . .....Set **14.98**





Sandi walks, has hair you can curl

7.99

18-inch walking Sandi is a thoroughly modern girl. Take her magic hair, for example. It sets instantly with curling tool (no rollers, no water) . . . style it any way you like and it will stay until you change it! Her wardrobe is modern too, with more than 6 outfits when you mix and match. Put-togethers for any occasion include wrap skirt, jeans, body shirt and accessories . . . 23 pieces in all. Walking mechanism strolls Sandi . . . just lead her gently by the hand. Break resistant vinyl.

Z36 J 3670—Mailable. (3 lbs.) . . . . . Set **7.99**

Mom's calling Marji . . . you can listen, too!

7.88

Meet Marji, cute 16-in. jointed vinyl toddler with her own talking telphone. Press button and hear Mommy calling on the larger receiver! Set includes 2-sided phrase record. Uses 1 "C" cell. (not incl.)

Z36 J 3650—Mailable. (4 lbs.) **7.88**

MARJI'S WARDROBE· 5 extra outfits, accessories.

35 J 3662—Shpg. wt. 1 lb. 3 oz . **3.98**

MARJI DOLL PLUS WARDROBE. Save 96¢.

Z36 J 3651—Mailable. (5 lbs.) . . . . . Set **10.88**

Sue talks 'n plays peek-a-boo

7.99

Little Sue . . . 15 in. "peek-a-boo champion." Just pull the string at the back of her neck . . . then watch her hide and tease from behind a blanket. says 8 different phrases. Of vinyl and fully jointed for alive-like movement. Fluffy tooled hair. (2 lbs. 4 oz.)

35 J 3674 **7.99**

Miss World Fashion

6.99

Here she is, in break-res stant vinyl . . . Miss World Fashion. She walks, stands 11½ in. tall and looks simply gorgeous. She has "Instant Setting" hair, too. 24-pc. set incl. 6 outfits, revolving stand.

35 J 3689—(3 lbs. 3 oz.) . . . . . Set **6.99**

BABIES!

Darling Little Jill
the talking toddler 5.88

Introducing Little Jill . . . a real darling! If you're a good listener, this adorable toddler will talk to you. Just pull the string and she'll say 8 different phrases: 15 inches of tinted vinyl with rooted hair to comb and style. She's ready to go in her lovely party dress; comes with pantsuit, dress, accessories.

35 J 3668—Shpg. wt. 3 lbs. 3 oz. ..... Set 5.88

Karen and Katie
drink and wet 2 for 8.88

They're so alike, only their mother can tell them apart! Karen and Katie are adorable 10½-inch twins who drink and wet, cry like-like tears. Dolls are fully jointed vinyl with soft rooted hair and go-to-sleep eyes. Each is fully dressed, and they come with 8 more outfits plus play accessories to share.

35 J 3671 –Shpg. wt. 1 lb. 13 oz. . . Set 8.88

Huggable Softina
drinks and wets 7.88

Baby Softina's 16-in. vinyl and foam body has the tender touch of a real baby! She drinks from her bottle and wets . . . you can bathe her too. Painted eyes, rooted hair. Complete with layette which includes 1 dress, blouse, pants, booties, 3 diapers, diaper bag bottle, soap, sponge, comb, brush and 2 powder puffs.

35 J 3731 –Shpg. wt. 2 lbs. 5 oz. .....Set 7.88

See page 235 for Spiegel Budget Power terms—No Money Down

5.99

4.99

Durable denim

WESTERN JACKET. Cinnamon stitched heavy cotton denim. V styled, snap front. Mech. wash, warm. Blue. Wt. 14 oz. Sizes: 4, 5, 6, 7. Philippines.
Z 31 T 5917—State size . . . 4.49

FARMER OVERALL. Suspenders adjust, 2 back patch pockets. Mech. wash, warm. Wt. 14 oz. Sizes: 3, 4, 5, 6, 7. State size.
Blue in cotton polyester
Z 31 T 5941 . . . . . 5.99
Striped in cotton.
Z 31 T 5942 . . . . 5.99

← Western gear on facing page

A-D ROUGH, TOUGH RODEO SETS in polyester-cotton. Shirts have long pointed collars, embroidered fronts, simulated pearl snaps. Machine wash, warm, tumble dry. *No Ironing Needed.* Sizes: 3, 4, 5, 6, 7.

A 3-pc. range rider set. Fancy shirt. Fringed, embroidered vest. Flare leg slacks; zip fly, elastic-back waist. • 48 gold/brown • 75 blue/navy.
B 31 T 5948—Ship. wt. 13 oz. State color number and size . . . . . Set 7.99

B 2 pc. roundup set. Shirt has fringed, appliqued yoke. Twill flare slacks. zip fly, elastic-back waist. Colors • 91 red/black • 48 gold/brown.
B 31 T 5908—Ship. wt. 13 oz. State color number and size . . . . . Set 5.99

C Authentic cowboy set. Shirt appliqued yoke and stitched bottom. Tapered leg slacks, elastic waist. • 75 blue/black • 63 red/black.
B 31 T 5906—Ship. wt. 7 oz. State color number and size . . . . . Set 4.49

D Authentic cowgirl set. Shirt with cuffs, stitched bottom. Skirt has all-around covered elastic waist, contrast fringe. Colors • 75 blue • 63 red.
B 31 T 5916—Ship. wt. 7 oz. State color number and size . . . . . Set 4.49

E COWBOY HAT. Wool felt; chincord, sweatband. Solid colors • 48 gold (rawhide) • 62 red (star) • 91 black (grommets). Heather colors (rawhide) • 54 brown • 65 berry • 72 blue. Sizes: S(19½"), M(20¼"), L(21⅛").
B 31 T 5925—Wt. 4 oz. State color no., size S, M, L—not number size. 2.99

F WESTERN BANDANNA. Polyester and cotton with real leather slide. Colors • 62 red • 75 blue • 97 brown • 65 berry. One size fits 3-7.
L 31 T 5943—Ship. wt. 1 oz. State color number only 1.25

G TOOLED BELT. 1¼" cowhide, embossed buckle. • 91 black • 97 brown.
B 31 T 5950—Wt. 4 oz. State color no., waist size 20, 22, 24" 1.99

H OLD WEST FRINGED JACKET. Vinyl suede with cotton knit backing. Nylon taffeta lined. Hand wash alone, dip dry. From Japan. Gold.
Z 31 T 9442—Sizes. 4, 5, 6, 7. Ship. wt. 1 lb. 8 oz. State size 7.99

J-K SUEDED SPLIT COWHIDE cowboy vest, chaps. Fringe, plated conchos. • 65 berry • 72 blue • 97 brown • 48 gold. Sizes S(2-3), M(4-5), L(6-7). State color no., size letter S, M, L—not number size.

J Longhorn vest. Contrasting front pockets. Nickel-plated studs.
B 31 T 5938—Ship. wt. 7 oz. . . 4.99

K Bronco chaps. 2 straps snap around legs. Contrast fringe.
B 31 T 5940—Ship. wt. 13 oz. . . 5.99

L-M WESTERN JEANS, SHIRT in polyester-cotton with that real cowboy look. Machine wash, warm; tumble dry. *No Ironing Needed.* • 65 berry • 72 blue • 97 brown. Sizes: 3, 4, 5, 6, 7. State color no., size.

L Flare chambray jeans. Double knees, bartacked and riveted. 2 front inside patch pockets. 2 back outside patch pockets. Yoke back, bandwaist. Wt. ea. 8 oz.
B 31 T 7203 D-Slim. 2 for 6.98, 3.59
B 31 T 7204 D-Reg. 2 for 6.98, 3.59

M Woven shirt. Fancy checked front yoke. Stylish long pointed collar and 2-button cuffs. Square bottom, 2 pockets.
B 31 T 5938—Ship. wt. 3 oz. 3.99

00 Steelers
03 Raiders
10 Falcons
11 Chiefs
13 49ers
14 Redskins
15 Cardinals
20 Vikings
30 Lions
32 Broncos
40 Dolphins
50 Cowboys
51 Bears
52 Colts
53 Giants
54 Rams
60 Browns
70 Packers
80 Eagles
81 Jets

N NATIONAL FOOTBALL LEAGUE award jacket. Melton blend of reprocessed wool, other fibers. Sleeves leather-look vinyl. Snap front, man-tailored pockets. Striped knit collar, cuffs, waistband. Acetate quilt lined to 6 oz. batting of acrylic, other fibers. Official team colors, team applique.
Sizes. 4, 5, 6, 7. Dry clean only.
B I T 9404 V—Ship. wt. 1 lb. 4 oz. State team no., size 13.99

P NFL BULKY KNIT CAP. DuPont Orlon® acrylic. Team emblem on cuff. One size fits 4-7. Machine wash, warm.
L I T 9208 V—Ship. wt. 3 oz. State team number . 2.99

R NFL RAIN PARKA. Waterproof vinyl, laminated to contrast color vinyl back, heat-sealed seams. Helmet insignia on front, team name on back. Front zip, 2 flap pockets. Wipe clean, damp cloth. Ship. wt. 8 oz.
Sizes. M(fits 4-5), L(fits 6-7).
B I T 9804 V—State team no., size M, L—not number size. 4.99

Team code numbers listed under team emblems.

Our lowest price in 10 years

15.88 with legs

A WARDS EXCLUSIVE!

New NHL Pro-Stars Hockey has

- Player decals for all 16 NHL Teams
- Official NHL player and goalie trophies
- Score tower with automatic puck drop

1 **You can make up your own teams!** Decals for all players . . . for all 16 NHL teams are included. Pick your favorite team and opposing team and apply decals to players. Team decals have authentic uniforms and colors. Players are heavy plastic for rough 'n tough action. You manipulate players to skate, shoot and pass . . . even has behind-the-net passing.

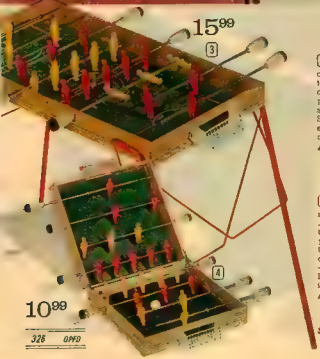
Gondola tower drops puck . . . shows score, period and league standings. Authentic goal judge. Automatic ejector sends puck onto rink after each goal. Play is action-filled on styrene-coated ice. Plexiglass shields protect against hard puck shots. Sturdy legs. Rink overall about 38 in. long, 21 in. wide, 32 in. from floor.

48 T 14556 M—Ship. wt. 12 lbs. 13.88

Table-top model 12.88

2 **Table-top model,** without legs, gives you all the exciting fun and action of NHL hockey game (1). Overall about 38 in. long, 21 in. wide.

48 T 14557 M—Ship. wt. 10 lbs. 12.88



Official 22-man soccer

3 **Soccer is fast becoming a favorite sport in the U.S.A.** You can have all the thrills and fun of this game as you control your team against your opponents to kick, take and score. Telescoping control rods with plastic handles let you move players from side to side for even more exciting action. Sturdy hardwood construction for greater strength. Includes nets and ball. Overall about 30 in. long, 23 in. wide.

48 T 14687 M—Ship. wt. 12 lbs. 2 oz. 15.99

Folding soccer 10.99

4 **Official-size team action!** You control your 11-man team with telescoping rods to kick, take, move from side to side . . . your opponent is doing the same . . . the excitement rises as you each plan your strategy to battle it out and score. Use on table top. Folds so you can carry it anywhere. Sturdy hardwood construction —nailed and bulled for long-lasting use. Includes two balls. About 30 in. long, 16 in. wide.

48 T 14686 M—Ship. wt. 7 lbs. 10.99

Budget soccer 6.99

5 **Exciting soccer action at a low price.** Rods control 12 players forward and backward as you and your opponent maneuver across the field to put the ball into the plastic goal. Sturdy metal construction. With two balls. Abt. 15¾x10¾ in.

48 T 14690—Ship. wt. 4 lbs. 8 oz. 6.99

CHARGE IT AT WARDS
see terms on pages 383-384

SAVE THIS CATALOG
You can buy toys until August 31, 1974

Monster of the dragstrip 6.88

Give this friction-powered dragster a push and watch her burn up the track. The engine roars as realistic exhaust sound comes rumbling out the pipes. Accurately detailed 10-in. long red plastic body shows off a chrome color engine and sporty wide track racing wheels.

35 J 5752—Shipping weight 3 lbs. 3 oz. **6.88**

Rush to the blaze with your very own FIRE RESCUE BRIGADE

4-pc. road set 13.99

Nobody's dressing Big 4 finely detailed in steel. 12½-in. long hand-lift dump truck has cab. lettered tires. 11-in. long end loader scoops. Lifts with finger-trigger bucket. 6½-in. long raiser has free-rolling compressor, deep treads. 13½-in. long low-boy trailer. Mail.

236 J 5715—(8 lbs.) Set **13.99**

Personalized rig 8.99

Be your own boss! Big steel tractor-trailer comes with stick-on letter set for you to name it whatever you like. Turbine cab with plated stacks, air horns, running lights, adjustable Jouy wheels. Trailer doors open to take on cargo. Incl. 60 self-stick letters and 10 numerals (1-in. high) of weatherproof vinyl. Cab and trailer, 22x3¾x7⅞ in. high.

Z38 J 5798—Mailable. (6 lbs.) . **8.99**

Circus caravan 9.94

Buddy-L truck of heavy gauge steel hauls the whole circus menagerie! Plastic lions, tigers and elephants (incl.) ride in their custom trailer. Clear plastic top lets you keep an eye on them. Cage doors swing open for loading and unloading. Fantastic cats with detailed interior dits to steer. Chrome grill and bumper. No-mar tires. 26-in. long.

Z36 J 5789—Mailable. Shpg. wt. 8 lbs. **9.94**

Buy both trucks and save!

First on the scene—modern equipment for junior firefighters. Steel trucks by Structo feature turbine cabs with gleaming plated bumper-grilles, spoked hub caps, and wrap around windshields.

HOOK AND LADDER—the pride of any engine company. Catches all eyes as it extends rotating aerial ladder for dramatic rescues; extends to 50 inches, rotates 180 circle. Yellow finish. 28⅛x5¾x7⅛ in. high.

Z38 J 5712—Mail (3 lbs.) **8.99**

RESCUE TRUCK responds to any emergency—from a cat in a tree to a house on fire. Features simulated hose, emergency control panel, ladder. Yeucw finish. 21½x6x6⅛ in. high.

Z36 J 5713—Mail (4 lbs.) **5.99**

TWO TRUCK OUTFIT. Save on both. Mail (13 lbs.)

Z36 J 5714 . . Outfit **14.77**

2 pc set 14.77

See page 235 for Spiegel Budget Power terms—No Money Down

Save $2

35.97 Outfit

Get tractor plus trailer

Just what the young farmer needs for tending the "back forty." Brawny, 40½x23x27-in. high "Big 4" tractor has large molded 16x4-in. tractor-tread rear tires—plus two 8x1¾-in. molded front tires for extra stability. Heavy gauge steel hood with simulated engine block. Heavy-duty ball-bearing chain drive, completely enclosed. Spring-mounted adjustable scoop seat with backrest, just like on a grown-up model. Sierra green finish. Trailer hitch. Steel trailer, about 34½ in. long x 18 in. wide, is great for hauling pails, pets, toys or "farming equipment." Has molded tires. Enameled red.

48 T 13407 R—Tractor only. Ship. wt. 40 lbs. **30.99**
48 T 13408 M—Trailer only. Ship. wt. 10 lbs. **6.98**
Save $2 on Tractor and Trailer Outfit.
48 T 13409 R—Ship. wt. 50 lbs. 35.97

Heavy-duty chain drive, enclosed for safety

Tractor only **30.99**

Chugging Choo-Choo

Goes forward, reverse, spins around

Ⓐ Makes a cheerful "chug-chug" sound as it rolls along. Moves by side rail arm power—together for forward or reverse, just one for safe, merry spin-arounds. Rugged plastic, abt. 32½ in. long. For little engineers, ages 3 to 7.

48 T 13412 A—Ship. wt. 16 lbs. 15.88

Ⓐ **15.88**

Chubby Auto

Perfect sidewalk pal

Ⓑ It's love at first sight when the tot-sized driver sees Chubby's bright red body and those wide-eyed headlights. Steering wheel with knuckle-type steering for easy turns. 6-in. balloon-type plastic wheels. Pedal action. Tough molded plastic on steel chassis.

48 T 13477 M—Wt. 10 lbs. Abt. 28 in. long ... 11.49

NOTE: Wheel toys shipped partially assembled. Instructions included. See shipping information, pg. 387.

Ⓑ **11.49**

Rally™ Racer

Super charged with fun!

Ⓒ Everything a mini driver dreams of: rear wing spoiler, front end air foils, big racing slicks with mag hubcaps, simulated engine, working pro-style steering wheel on tubular steel shaft, official numbers. Goes with pedal power. Molded plastic, abt. 42 in. long.

48 T 13411 A—Ship. wt. 12 lbs. 8.99

Ⓒ **8.99**

Clear the way for our 35-in. Fire Engine

17.88

Streaks to the rescue with bell ringing and ladders revolving! Flashy red hook and ladder is easy for the young fire chief to maneuver. Nylon bearing front drive axle. Sturdy, long-lasting high impact molded plastic body with white enameled handrails and two ladders. Molded 7x2¼-in. wheels. About 35 in. long overall.

48 T 13410 A—Ship. wt. 15 lbs. 17.88

Phone your order! See pg. 390 for number CSK 317

Save $2

37.97 Outfit

Get tractor plus trailer

Just what the young farmer needs for tending the "back forty." Brawny, 40½x23x27-in. high "Big 4" tractor has large molded 16x4-in. tractor-tread rear tires—plus two 8x1¾-in. molded front tires for extra stability. Heavy gauge steel hood with simulated engine block. Heavy-duty ball-bearing chain drive, completely enclosed. Spring-mounted adjustable scoop seat with backrest, just like on a grown-up model. Sierra green finish. Trailer hitch. Steel trailer, about 34½ in. long x 18 in. wide, is great for hauling pals, pets, toys or "farming equipment." Has molded tires. Enameled red.

48 T 13407 R—Tractor only. Ship. wt. 40 lbs. . **31.99**
48 T 13408 M—Trailer only. Ship. wt. 10 lbs. . **7.98**
Save $2 on Tractor and Trailer Outfit.
48 T 13409 R Ship. wt. 50 lbs. . . . **37.97**

Heavy-duty chain drive, enclosed for safety

Tractor only **31.99**

Chugging Choo-Choo

Goes forward, reverse, spins around

A Makes a cheerful "chug-chug" sound as it rolls along. Moves by side rail arm power—together for forward or reverse, just one for safe merry spin-arounds. Rugged plastic, abt. 32½ in. long. For little engineers, ages 3 to 7.

48 T 13412 A -Ship. wt. 16 lbs. **17.74**

A **17.74**

Chubby Auto

Perfect sidewalk pal

B It's love at first sight when the tot-sized driver sees Chubby's bright red body and those wide-eyed headlights. Steering wheel with knuckle-type steering for easy turns. 8-in. balloon-type plastic wheels. Pedal action. Tough molded plastic on steel chassis.

48 T 13477 M—Wt. 10 lbs. Abt. 28 in. long . . . **12.99**

NOTE: Wheel toys shipped partially assembled. Instructions included. See shipping information, pg. 387.

B **12.99**

Rally™ Racer

Super charged with fun!

C Everything a mini driver dreams of: rear wing spoiler, front end air foils, big racing slicks with mag hubcaps, simulated engine, working pro-style steering wheel on tubular steel shaft, official numbers. Goes with pedal power. Molded plastic, abt. 42 in. long.

48 T 13411 A Ship. wt. 12 lbs. **9.99**

C **9.99**

Clear the way for our 35-in. Fire Engine

18.94

Streaks to the rescue with bell ringing and ladders ready. Flashy red hook-and-ladder is easy for the young fire chief to maneuver. Nylon-bearing parts. Interior has room for 3 pet fans. High impact molded plastic body with white enameled handrails and two ladders. Molded 7x2¾ in. wheels. About 35 in. long overall.

48 T 13410 A Ship. wt. 15 lbs. **19.94**

Phone your order! See pg. 390 for number.

OPPD 317

BE A VENTRILOQUIST . . .

amaze and entertain friends!

12.99

9

8 **Otis O'Brien, a sensational dummy** with rooted hair! He's a great partner for any act. Country pumpkin has carrot-red hair and freckled nose. Bright shirt, overalls, bandanna. Movable vinyl head, mouth; vinyl hands concealed string. **48 T 18424** –30 in. tall. Ship. wt. 3 lbs. 9.99

9 **Emmett Kelly, most famous of all circus clowns.** Doesn't vocally talk—you "put words in his mouth." A sad-sack hobo in crazy tatters, baggy pants an d oversize tie. Movable vinyl head and mouth, vinyl hands; concealed string. **48 T 18409** 30 in. tall. Ship wt. 3 lbs. 3 oz. . . . 12.99

10 **Blabby, our new dummy,** looks the part of a fast-talker in "loud" sports clothes. Work out some fast-gabbing routines! Vinyl head, hands, movable mouth, concealed string. **48 T 18408**—24 in. tall. Ship wt. 2 lbs. 8 oz. . . . . Only 7.66

11 **Charlie McCarthy,** long-time favorite in familiar outfit! Movable vinyl head, mouth, vinyl hands, concealed string. **48 T 18423**—32 in. tall. Ship wt. 3 lbs. 3 oz. 10.99

12 **New—professional-style case** for taking your dummy to performances or parties. Sturdy vinyl with molded handle and metal-cornered locks, colorfully decorated with "show-biz" decals of, o., the famous vaudeville houses. About 15½x9x12 in. **48 T 18420** Dummy not included. Ship. wt. 2 lbs. 3 oz. . . 6.99

13 **Edgar Bergen himself trains beginning ventriloquists!** 12-in. 33⅓ rpm record with easy instructions, skits, routines. Charlie McCarthy and Mortimer Snerd help teach techniques of appearance and voice control. **48 T 18009** Ship wt 10 oz. 2.99

New! Blabby 7.66

10

10.99

11

Carrying Case 6.99

12

Otis O'Brien™

Only at Wards

9.99

8

2.99

13

SESAME STREET

Big Bird 7.77

Bend his neck and legs, put him in all sorts of comical poses. Insert fingers to make head move and wings flap. Child enjoys making up his own Sesame Street skits. 19 in. tall. **48 T 18419**—Ship. wt. 2 lbs. 2 oz. . . 7.77

Hand Puppets 4.59 each

(a) **Cookie Monster.** Soft, furry Mouth and arms move. Has pull cord. 12 in. tall. **48 T 18401**—Ship. wt. 1 lb. 4.59

(b) **Ernie.** Comical vinyl head. Mouth and arms move easily. 15 in. tall. **48 T 18402**—Ship. wt. 1 lb. 9 oz. 4.59

™Children's Television Workshop

The Gloppets

Zany and colorful glove-puppets

3.77 Pair

A crazy pair! Kids will have lots of fun with the friendly alligator and cheerful bluebird. Slip one on each arm, let them "talk" to each other or let a friend slip one on. Easy to animate them with your fingers. Soft acrylic plush. Abt 9 in. long. Ship wt 12 oz. **48 T 18414** . . . . . Pair 3.77

Bean Puppets

A doll and a puppet combined

4.88 each

Adorable "hold-me-tights" from Mattel. They're happy little playmates with cute, plaid faces, dressed in soft brushed nylon sleepers. Vinyl heads and hands. Put your hand inside their bodies, heads and hands move realistically. Abt. 11 in tall. Ship. wt each 12 oz.

Puffin in a sweet little girl in frilly ruffled cap. **48 T 18413** 4.88

Punky, playful little guy in tassel-edged nightcap. **48 T 18412** 4.88

The "Star 'n Stripes" phono gives you full up-front sound

- Up-front 5-inch speaker
- Red/White/Blue tote case
- Plays mono or stereo records

only **23.88**

Patriotic phono has great looks and performance going for it. Not only does it play mono and stereo records, it does them full-sound justice with front mounted 5-in. speaker. And that sound starts instantly—circuitry's solid state. Volume and tone controls. Tone arm has tip-over cartridge to play 45, 78, 33⅓ rpm records. Two synthetic sapphire-tipped needles. Built-in 45 rpm adapter. Beautiful case is rugged, molded plastic. Built-in handle. Lid detaches. About 9¾x12¾x15½ in. long. UL listed 110-120v., AC. (Records not included.)

48 T 36024- Ship. wt. 7 lbs. 12 oz. **23.88**

Portable combo! Play this AM Radio-phono anywhere **28.88**

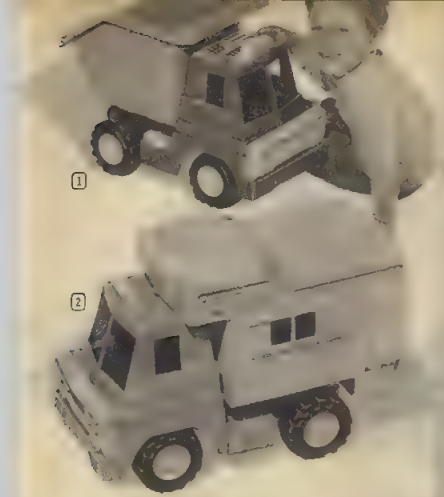
Two-in-one plays at home, outdoors! Hear top AM radio shows at home and 45 rpm records at campsite with Plug-Built-in converter. 110-120v. AC or battery operation. Batteries install in seconds when you're away from home. Big speaker comes on instantly with solid state circuitry. AM tuning, volume, tone, plus controls for stereo, one arm. Synthetic sapphire-tipped needle has plastic protector. Lightweight, dust-proof plastic case about 12x8x13¾ in. long. From Japan. Batteries not incl.

48 T 36077 Ship. wt. 4 lbs. 8 oz. **28.88**

This phono plays 4 speeds with ice-cream cool sound **18.66**

Only the sound of this transistor phonograph is melting—the ice cream cones are on the lid to stay. Closed, it forms its own ice cream cone. Like the other phonos on this page, it plays 4 speeds: 16, 33⅓, 45, 78 rpm. Has tone control, on-off switch. 5-in. speaker on top mount. Speaker, tone control, on-off switch, 45 rpm adapter are in one compartment. Plug-in cord. Tip-over cartridge with diamond stylus. Plastic case measures about 9¾x12 in. long, comes in red, white, blue. (Records shown are not included.)

48 T 36018- Ship. wt. 5 lbs. 4 oz. **18.66**



Drive this battery powered GT racer by radio remote control!

19.77

Test your driving skill with car that runs by remote control . . . no wires! Car zooms forward, bring it to a stop with button on hand control. Change direction, then go zooming ahead. Operates to a distance of 20 ft. Solid state radio circuitry meets government standards, hand control uses two 9V batteries; car runs on two "C" batteries. (Batteries not included.) Set includes GT racer, hand-held radio control, pylons for skill driving. Imported from Hong Kong.

35 J 5730—(2 lbs. 13 oz.) **19.77**

Stubby trucks by Remco are gigantic!

(1) STUBBY DUMP TRUCK is the rugged giant of the construction site. Your junior hard hat can pick up a load of dirt . . . working dump pours it just where he wants it. Truck is heavy equipment, but it won't get bogged down in the mud—giant wheels keep on turning (with a little help from the driver). Extra-large plastic dump truck measures 22x13x10½ in. high. Malleable.

Z36 J 5731—(7 lbs.) **5.88**

(2) STUBBY CAMPER TRUCK is always ready for a fun vacation at the woods, the mountains or the seashore! Back door opens to store gear inside . . . when it's all packed, hit the road! Styled like real camper of tough plastic, large wheels roll easily. Extra-large size of modern camper allows 11-inch dolls and other toys inside. 23x11x16 in. high. Malleable.

Z36 J 5732 (7 lbs.)..... **7.77**

BUSHMASTER takes off and lands on grass, water or snow with snap-on wheels, pontoons and skis . . . like the planes that patrol the north woods. Powered by Cox .049 engine with spring starter, nylon propeller. Control handle and lines included. Molded hi-impact styrene. 17½-in. wingspan.

Z36 J 5725M—Malleable. (3 lbs.) **8.99**

New Cox gas power models

VEGA FUNNY CAR roars down the track to victory . . . powered by a Cox .049 engine. Parachute deploys automatically, engine shuts off—car coasts to a stop. Racing slicks, 4:1 gear ratio for high speed. Exciting styling includes racing stripes, mag-type wheels, roll cage. Hi-impact plastic.

Z36 J 5724M Malleable. (4 lbs.) . **13.77**

ACCESSORY KIT for gas powered models at left. Includes ½ pint fuel, filler hose, stainless steel filter, 1½V ignition battery, glow head clip with wires. Also includes control handle, 2 sets of engine wrenches. Accessories store neatly in leather-grained plastic tool case with metal latch, chromed handle. 8x6x4 in. high. Mail. (4 lbs.)

[illegible] **5.98**

SO VERSATILE . . . GENUINE AMERICAN IRONSTONE by ROYAL

45-Pc. Service Includes: 8 each dinner plates, salad plates, cups, saucers, soup/cereal bowls; one vegetable bowl, chop platter, cream pitcher and sugar bowl with cover.

47-Pc. Service Includes: 8 each dinner plates, salad plates, saucers, soup/cereal bowls; 10 cups; one vegetable bowl, chop platter, cream pitcher and sugar bowl with cover.

GENUINE AMERICAN IRONSTONE

• Dishwasher, Detergent, Oven Proof • Underglaze Decorated • FDA Approved

A CLEAR DAY. Deep double-scroll border pattern boasts the popular hand-applied appearance, so in keeping with today's trend toward nostalgic hand-crafted accessories. Styled in blending, soft shades of avocado.
45-Pc. Set. Ship. wt. 35 lbs.
X02-Royal China-2440 . . Retail $36.50

B OVERTURE. A hint of old world Spanish charm is noted in the delicate grillework of the center design. Suitable to casual meals or the more formal dining occasions. Hand crafted pattern is rich Java brown on shining white.
45-Pc. Set. Ship. wt. 33 lbs.
X03-Royal China-2440 Retail $36.50

C TRIPLE TREAT. So aptly named—and as enchanting as a small child's drawing. Design is enhanced by unusual border treatment. This service sets a charming table every meal . . . delights family and friends alike. Avocado.
45-Pc. Set. Ship wt 36 lbs.
X05-Royal China-2440 Retail $36.50

D CASABLANCA. A fresh and pretty pattern with contemporary center design. Adaptable to modern or traditional settings . . a warm and friendly dining service sure to please everyone. Bright pineapple colors.
45-Pc. Set. Ship. wt 36 lbs.
X01-Royal China-2440 Retail $36.50

IMPORTED GENUINE ENGLISH IRONSTONE

• Dishwasher Safe • Oven to Table • Chip Resistant

H NORDIC BLUE. The famed "Blue Onion" pattern is executed with fine craftsmanship. A classic set . . . long a traditional decorative motif originated in Germany many years ago and still a favorite with young and old alike.
45-Pc. Set. Ship. wt. 32 lbs.
X02-Meakin-4349 . . . . Retail $59.95

K ROMANTIC ENGLAND PINK. A service lavishly decorated with scenes from old England with gently scalloped edges enhancing lovely floral borders. A set reminiscent of "Grandmother's best china," but more practical!
45-Pc. Set. Ship. wt. 33 lbs.
X01-Meakin-4349 Retail $59.95

J CLASSIC WHITE. Traditional fluting —the mark of the master craftsmen. Lovely in any setting, a favorite with young and old alike. An ideal set that "goes with everything" perfect for today's trend of mix and match.
45-Pc. Set. Ship. wt. 32 lbs.
X04-Meakin-3330 . Retail $45.80

L RENAISSANCE GREEN. Intricate tapestry motif dramatically borders this handsome set. Exquisitely proportioned to appoint a lovely table for elegantly formal dining or more casual occasions. A set of timeless beauty.
45-Pc. Set. Ship wt. 33 lbs.
X01-Meakin-4349 Retail $59.95

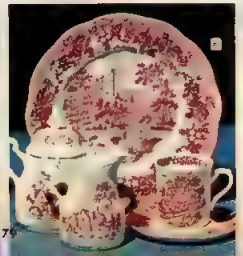
EUROPEAN TRANSLUCENT CHINA by ROYAL

E PRISCILLA. Beautiful baroque shaping is enhanced by elegant platinum bands. Each piece is delicately embossed . . . crafted in the finest European tradition. This exceptionally lovely service lends itself perfectly to other dining appointments.
47-Pc. Set. Ship. wt. 36 lbs.
X06-RoyCrystal-4197 . . . . Retail $65.00

F BELLA ROSE. A wealth of exquisite roses encircles this traditionally shaped set. Styled with old world charm and grace, the dainty pattern is executed on gleaming white translucent china.
47-Pc. Set. Ship. wt. 36 lbs.
X05-RoyCrystal-4197 . . . . . Retail $65.00

G REGENCY. Dainty, French inspired border design, made even more lovely by platinum rimming. A truly graceful service that will set a lovely table for every dining occasion . . . a set to be treasured always
47-Pc. Set. Ship. wt. 36 lbs.
X07-RoyCrystal-4197 . . . . Retail $65.00

IMPORTED GENUINE ENGLISH IRONSTONE by I&G MEAKIN



Surprise your shooter . . . SHOTGUNS *Cut $4 to $20*

Save $18 Western Field M/550 6-shot deluxe grade pump gun . . . *now* 99.88

Cash or $5 mo Credit Terms pgs. 383, 384

WARDS laboratory approved — QUALITY - SERVICE VALUE

- ✓ **Classic engraved receiver,** matte finish glareless top—ventilated rib barrel for straight sighting plane . . . reduces heat distortion—choice of fixed chokes below
- ✓ **Automatic disconnecting trigger** prevents inadvertent firing of second shot
- ✓ **Checkered walnut stock, forearm**—rubber recoil pad, pistol grip cap with white spacer
- ✓ **Takedown,** or change barrels in seconds . . . easier to clean, safer to transport!

A **Dad will prize this deluxe quality pump gun.** Our finest pump gun with a fixed choke barrel . . . buy extra barrels in Big Fall Bk., pg. 652 to make this gun even more versatile for any kind of shooting. Beautiful custom checkering, engraved receiver, ventilated rib and smooth easy loading action. Matte-finish "no-glare" receiver top. Visible top safety. 3-in. chamber. Were 117.99 in '73 Fall Catalog, pg. 652.

Catalog No.	Ga.	Bbl.	Length	Choke	Av. wt.	Ship wt.	Price
60 T 10362 M	12	30 in.	49¼ in.	Full	7 lbs.	8¼ lbs.	
60 T 10363 M	12	28 in.	47¼ in.	Modif.	7 lbs.	8¼ lbs.	
60 T 10361 MT	12	26 in.	45¼ in.	Imp. Cyl.	7 lbs.	8½ lbs.	**New**
60 T 10359 M	20	28 in.	47¼ in.	Full	6½ lbs.	8 lbs.	**99.88**
60 T 10357 M	20	26 in.	47¼ in.	Modif.	6½ lbs.	8 lbs.	
60 T 10502 M	.410	26 in.	47 in.	Full	5¾ lbs.	7½ lbs.	

ITHACA

B **Save $20** on plain barrel

Ithaca M/51 3-shot automatic 169.88 Cash or $9 mo. Credit Terms pgs. 383, 384

Cat Nos with "T" shipped from Kansas City, "T"* nos. shipped from Oakland, Calif. Order, pay postage from Route shown on Front Cover

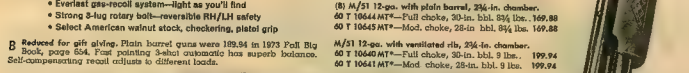
- Everlast gas-recoil system—light as you'll find
- Strong 2-lug rotary bolt—reversible RH/LH safety
- Select American walnut stock, checkering, pistol grip

(B) M/51 12-ga. with plain barrel, 2¾-in. chamber.
60 T 10644 MT*—Full choke, 30-in. bbl. 8¾ lbs. 169.88
60 T 10645 MT*—Mod. choke, 28-in. bbl. 8¼ lbs. 169.88

B **Reduced for gift giving.** Plain barrel guns were 189.94 in 1973 Fall Big Book, page 654. Fast pointing 3-shot automatic has superb balance. Self-compensating recoil adjusts to different loads.

M/51 12-ga. with ventilated rib, 2¾-in. chamber.
60 T 10640 MT*—Full choke, 30-in. bbl. 9 lbs.. 199.94
60 T 10641 MT*—Mod. choke, 28-in. bbl. 9 lbs. 199.94

WESTERN FIELD



C **Save $4**

20-ga. Magnum 3-shot repeater *now only* 45.88

- Shoots 3-in. magnum or regular 2¾-in. 20-ga. shells
- Weighs only 6¼ pounds . . . visible top-side safety
- Good choice for Dad or younger shooters . . . Save Now!

C **Positive, dependable bolt action!** Walnut finish hardwood stock. Full choke. 26-in. bbl. 43½ in. long. 49.98 in Fall Big Book, pg. 656.
60 T 10160 M—Ship. wt. 8 lbs. Save $4. . . . 45.88

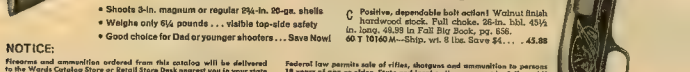
NOTICE:

Firearms and ammunition ordered from this catalog will be delivered to the Wards Catalog Store or Retail Store Desk nearest you in your state of residence. Merchandise must be picked up in person. When ordering, specify Wards location nearest you . . . see page 390.

Federal law permits sale of rifles, shotguns and ammunition to persons 18 years of age or older. State and local ordinances must be followed. If higher age limit is required. Bring proof of age such as driver's license or State ID card (Illinois and New Jersey).

Scope in rifle combos below was 8.99 in Big Fall Bk., pg. 661

WESTERN FIELD



D **Save $2** Rifle and scope **51.88** Rifle sep. 44.99 in Fall Catalog page 660

Combo price on a dependable bolt action, 7-shot clip .22 cal. rifle and scope

- Shoots Short, Long, Long Rifle cartridges intermixed as they come
- Walnut stock with Monte Carlo comb

D **A fine rifle complete with scope for pests, plinking, targets.** Checkpiece plus checkering. Removable clip. 24-in. bbl. Adjustable rear sight. Swivels. Ship. wt. 8 lbs.
60 T 11833 M—Rifle w/4X scope. . . . sep. 53.98, now 51.88

E **SAVE $2 on Ruger M/10-22 semi-automatic .22 cal. rifle complete with Wards 4X scope, reg. 8.99.** Rifle/carbine features a detachable rotary box magazine—holds 10 reg. or high speed .22 cal. LR cartridges. Adjust. rear sight . . . gold bead front sight. Rifle only, is priced at 56.88 in Big Fall Book, page 660.
60 T 11861 M—Rifle/scope, sep. 55.37. Wt. 8 lbs. now 63.87

F **SAVE $2 on Winchester M/190 automatic .22 cal.** rifle with Wards 4X scope, reg. 8.99. Rifle has tubular magazine that holds 17 Long, or 15 Long Rifle .22 cal. cartridges. 20½-in. bbl. 37 in. long. Adjust. rear sight . . . bead post front sight. Walnut finished hardwood stock. Rifle only, is $2.88 Big Fall Book, pg. 660.
60 T 11873 M—Rifle/scope, sep. 61.87. Wt. 8 lbs. . . . 59.87

E **63.87**

F **59.87**

We challenge you to earn your award—see page 302.

Read Firearm Notice above before you order!—more guns in Big Fall Book, start pg., 652.

Daisy® "BB" gun outfits

YOUR CHOICE

Rifle or Six-Gun Gift Outfit **9.99**

PLUS Daisy Air Rifle History and Manual for young shooters

Repeating rifle plus targets, BB's, "scope", extra sight

Golden Eagle 350 shot repeating rifle has easy-cocking action plus newest "safety lever lock"

Just watch his face when he finds this Christmas surprise . . . Lever action Daisy has wood grain molded stock, checkered fore-arm and controlled velocity. PLUS you get 5 yards of enamel targets, 725 BB shot, scope-style peep sight and extra rear iron sight for "plinking." Air rifle manual included. Order extra BB's below.

60 T 59103 M—Complete Outfit. Ship. wt. 4 lbs. 8 oz. **9.99**

Daisy "six gun" outfit

Spittin' image of famous Colt "Peacemaker"—12 shot BB repeater

Super family fun outfit also includes 1 pad bullseye targets, fast-draw holster, belt, pack of 150 BB's, manual. Single action. Cocking hammer. 11½ in. long. Molded grips. 12 shot magazine.

60 T 59251R—Ship. wt. 2 lbs. 8 oz. . **9.99**

RED RYDER rides again!

. . . with this replica of the original Red Ryder Carbine!

"This Daisy Red Ryder 700-shot BB carbine has "Easy Cocking" action and "safety" lever lock

- **"Old West" lever action styling . . . front barrel band**
- **Saddle ring with knotted leather thong . . . Western Style**
- **Red Ryder stock insignia . . . real wood stock/fore-arm**

700 shot BB repeater **14.88** See BB's sold below

Just think of the cowboy games you can enjoy with this Red Ryder BB gun ideal for young wranglers. Real wood stock and forearm with embossed insignia like original rifle. Adjustable rear and post front sight. Colorful carrying carton with handle.

60 T 1427 M—35 in. long. Order BB's below. Ship. wt. 4 lbs. . **14.88**

Over 30 years ago DAISY was manufacturing the Red Ryder lever action BB rifle that Dad knew so well. Now it's back for another generation!

Red Ryder and his sidekick "Little Beaver," worked together to make the West a better place to live. The Red Ryder rifle did its part in persuading the bad guys to give up cattle rustlin', bank robbin', and make an honest living. Great "shootin' iron."

Daisy® M/880 pump-up BB gun

Rifle only **24.99**

1 TO 10 PUMPS gives variable power for BB's or pellets

SAVE $2 on M/880 with 8.99 4X scope **31.98**

A **100-shot BB repeater, single shot** .177mm pellet gun. Tapered bbl., adjust. rear sight. Cross bolt and cocking safeties. Molded stock, fore-arm. 37¾ in. long.

60 T 1455 M Rifle only. Ship. wt. 5 lbs. 12 oz. . . **24.99**

60 T 1456 AA Rifle, 4X scope. Wt. 6¼ lbs. Save $2. **31.98**

Easy-cocking Daisys with "safety" lever locks

B **Daisy "Old West" classic carbine** . . . in famous 1894 frontier styling. You have to look twice to tell it from the Winchester that won the west. Just the ticket for stage coach and covered wagon games. Gold-tone receiver scroll. White-line stock spacer. Buckhorn adjustable rear sight.

60 T 1403 M—40-shot lever action repeater. 39 in. long. Wt. 4 lbs. 8 oz. . . **17.99**

C **OUR LOWEST PRICED DAISY BB GUN.** Western easy-cocking lever action carbine style. You get a "Safety" lever lock on this rifle same as more expensive ones. Adjustable rear sight. Barrel band. Gold-tone scroll.

60 T 1422 M—700-shot capacity 35 inches long. Ship. wt. 3 lbs. **8.99**

Daisy BB Treasure Chest

Over 5,000 BB's in 32 separate handy pocket-size "mini packs" . . . for hours of shooting fun. Sturdy cardboard chest.

60 T 59300—Wt. 4 lbs. . **2.99**

SMITH-CORONA®

ELECTRIC PORTABLES & ADDING MACHINES

CORONA SEVENTY® Built and priced for students. Precision keyboard. Electric—84 characters. Key set tabulator. Repeating space bar. Electric segment shifts. Rugged steel construction. Powerful motor. Naugahyde case. Shpg. wt. 27-1/8 lbs.
6ESH/SY10177 $139.50

CORONET® AUTOMATIC 12 is fully electronic, has a wide carriage, automatic carriage return and an off center size, 88 character keyboard. Tabulator, repeating key actions, impression control and Changeable Type bars for symbols and accents. Shpg. wt. 29½ lbs.
6ELN/SY14397 $219.50

CORONET® AUTOMATIC 10 (Not Shown) has a powered carriage return. Two changeable Type bars. Steel case. Shpg. wt. 25½ lbs.
6ESD/SY13397 $197.50

Steel Trimline Case

GALAXIE® TWELVE Wide Carriage and Powerspace. 88 character American keyboard. Full length key set tab. Two Changeable Type bars. Removable roller. Shpg. wt. 23¾ lbs.
6MLC/SY8667 $129.50

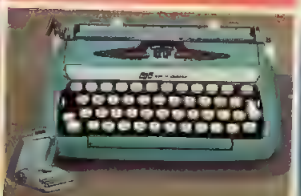
CORONET® ELECTRIC 12 has wide carriage. Smooth action manual carriage return. Changeable Type bar. Steel case. Shpg. wt. 27½ lbs.
6ELJ/SY12347 $179.50

CORONET® ELECTRIC 10 (not shown) Manual carriage return. One Changeable Type bar. Steel case. Shpg. wt. 25¾ lbs.
6ESC/SY11197 $149.50

Steel Trimline Case

STERLING® 88 character keyboard. Steel frame. Key set tabulator. Touch adjustment. End of page indicator. Finger quick set margins, variable line spacing. Shpg. wt. 21 lbs.
6MSE/SY6897 $114.50

1100XN ADDING MACHINE with CREDIT BALANCE. Heavy duty for office and office at home. Non-add function for entering special data. Three decimal bars. Simple, handspan keyboard. Rapid add, subtract, sub total and multiply (with fast X key). Electric clear. Totals 999 999 999.99. Shpg. Wt. 13 lbs.
1100XN/SY6997 $134.95



CORSAIR® DELUXE with integral case. Space age styling and space age materials. Everything you need for neat, crisp assignments, reports and correspondence. Complete 84 character keyboard with half space for error control and margin feature. Preset tabulator. 3 position ribbon selector and handy paper supports. Portable. Shpg. Wt. 11¾ lbs.
6YC/SY3097 $49.95

FIGUREMATIC® 708 Lightweight for homemaker or traveler. Adds, subtracts, multiplies, totals, subtotals. Cartridge ribbon. Snap on cover. Retractable handle. Adds 99 999 99. Totals 999 999.99. Shpg. wt. 10½ lbs.
708/SY5347 $86.50

A ROYAL DIGITAL V. Personal Calculator with large 8 digit readout, push-button operation, adds, subtracts, divides, multiplies, and mix calculates. Holds a constant and has a floating decimal AC/DC with rechargeable battery. Shirt pocket size, only 3¼ x 6¼. Wt. 1 lb.
761/RT9897 . . . . . **$149.95**

B ROYAL DIGITAL IK. Compact desk calculator with large 10 digit readout, adds, subtracts, divides, multiplies, and mix calculates. Holds a constant, has a percentage key, plus/minus change key and floating decimal entry. Dust cover. AC only. Wt. 3¼ lbs.
755/RT13397 . . . . . **$199.95**

C APOLLO 12GT. Lightweight electric portable with a wide 12" carriage and manual return. Dual electric shift, 88 character keyboard, pre-set tabulator for every 10 spaces. Two color ribbon, touch set margins, automatic and manual ribbon reverse. High Impak carrying case. Choice of Pica or Elite type. Wt. 14 lbs.
634/RT8773 . . . . . **$129.95**

D SABRE. Rugged manual portable with Magic® Column Set and Magic® Margin Control. 9¾" paper capacity, 88 character keyboard, two color ribbon and touch control, dual shift keys, paper guide and scale. Luggage style carrying case. Choice of colors. Metallic Green or Metallic Blue. Wt. 19 lbs.
589/RT6743 . . . . . **$89.95**

E ROYAL DIGITAL GT. Compact desk calculator with memory recall that accumulates subtotals. Large 12 d git readout, adds, subtracts, divides, multiplies, mix calculates, and holds a constant. Reverse key, single and memory recall clear keys. Dust cover. AC only. Wt. 3¼ lbs.
757/RT17697 . . . . . **$269.95**

Litton ROYAL
PERSONAL FIGURING MACHINES

ANN AND ANDY

America's favorites for over 50 years!

Folding Stroller 5.99

Colorfully patterned with Raggedy Ann pictures! Stroller is washable vinyl fabric, has canopy top and shopping bag. Plastic footrest, 8-in. spoke wheels. Chrome-plated pusher 27 in. high. Folds for storage. *Doll not included*
48 T 27105 M—Ship. wt. 4 lbs. **5.99**

Ventriloquist Dummies 12.88 each

Make them talk! Raggedy Ann and Andy are a couple of big talkers that will amaze and entertain your friends. Made of vinyl, life-like heads, hands, rooted fire-retardant hair. Moving mouths, concealed strings. Fun-filled cotton clothing. Ship. wt. ea. 2 lbs. 1 oz.
48 T 18433—30-in. Andy, **12.88**
48 T 18432—30-in. Ann **12.88**
Buy Ventriloquist-Trainer record p. 241

Furniture that's fun for the playroom

A Raggedy Ann and Andy Deacon's Bench Toy Chest. [illegible] **48 T 22317 A** Ship. wt. 10 lbs. **10.99**

B Colorful Raggedy Ann Rocker. [illegible] **48 T 22376 M**—Partially assembled. Wt. 11 lbs. 6 oz. **11.99**

C Raggedy Ann and Andy Table and Chair Set. [illegible] **48 T 22012 A** Ship. wt. 24 lbs. **set 24.99**

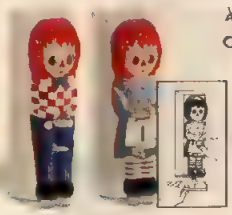
D Raggedy Ann and Andy Tidee-up. [illegible] **48 T 22654 M**—Asst. 20x20 in. high. Wt. 2 lbs. 13 oz. **2.88**

Musical Jewel Box 3.69

Here's Raggedy Ann with a pretty jewel box to please little girls. She can perch on the top or sit inside satin-lined box. Bright Raggedy Ann comes to the merry melody when lid is lifted. From Japan. About 7¾x4 4x3 in. high.
48 T 35895 Ship. wt. 13 oz. **3.69**

Ann, Andy Toothbrushes 3.99 ea.

Makes brushing fun! Battery operated, doll power handle connects to heart shape base. Needs 2 D" batteries (p. 908). With two kid-size brushes. Abt. 7 in. high. Wt. 1 lb.
48T35892X—Ann Toothbrush **3.99**
48T35893X Andy (not shown) **3.99**



Toothpaste Dispensers 1.89 ea.

Pull lever, it [illegible] just enough toothpaste to cover child's brush. Use on sink or tile. From Hong Kong Plastic, easy to mount on wall. About 8 in. high.
48 T 35889 Andy **48 T 35888** Ann Ship. wt. 7 oz. [illegible] each **1.89**

It's a Radio! 7.66

Fun for tots or teens! Take Ann and Andy anywhere you go—portable AM radio has wrist strap. From Hong Kong. Colorful plastic case abt. 6x8x1¼ in. 9-volt battery is included.
48 T 20012 -Ship. wt. 1 lb. **7.66**

THE OFFICIAL

SMOKEY BEAR

. . . 4 sizes 15½ to 37 in. tall

Low as **4.99** 15½ in.

The most famous of all bears the one who helps the Rangers prevent forest fires! This is the official Smokey Bear, licensed by the U.S. Forest Service and Wards has him in four sizes, from 15½-in. cub up to a great big papa-bear 37 in. tall! All sizes are soft and cuddly, made of fine quality plush with denim trousers. Movable arms and legs, secure locked-in eyes. Wear removable plastic hats, person-size vinyl belt and of course the Ranger badge on their chests. Everyone loves Smokey—choose him in the size you want!

(1) About 37 in. tall. Teen-agers like the big ones for mascots or room decoration.
48 T 18023 M—Ship. wt. 7 lbs. 10 oz. . . .14.99

(2) About 28 in. tall.
48 T 18022—Ship. wt. 3 lbs. 9.99

(3) About 21 in. tall
48 T 18021—Ship. wt. 2 lbs. 7 oz. 6.99

(4) About 15½ in. tall.
48 T 18020—Ship. wt. 1 lb. 2 oz. 4.99

Woodsy Owl 4.99

5 **Woodsy is Smokey's big-eyed forest friend.** This wise fellow's job is to help keep America beautiful and his motto: Give a hoot don't pollute! Whimsical Woodsy is lovable and decorative—and a great friend for all little folk. Made of soft plush and felt, wears a rakish woodsman's hat. Abt. 13½ in. tall.
48 T 18025—Ship. wt. 1 lb. 2 oz. 4.99

NOTE Wards has more Smokey Bear toys See them on pages 394 and 305.

"How about a bear hug?"

Talking Smokey Bear

says 8 different things

6.99

Standing Smokey talks to you, so a things like "Don't play with matches." Just pull his talking ring, no batteries needed. Same fine quality plush and denim as bears above. Locked-in eyes, removable hat. About 15½ in. tall.
48T18017—Ship. wt. 1 lb. 9 oz. 6.99

"CHARGE IT"

No Monthly Payment Til Feb. If You Order By Nov. 15. For Terms Relating to Deferred Payment See Pgs. 383-384.

Smokey Bear Play Sleeping Bag with Pajama Pouch

14.99 Only at Wards

Colorful, friendly Smokey is great as a sleeping bag and it's exclusive at Wards! So comfortable and such fun for naps or watching TV. Youngsters will love to snuggle up in the cozy bag with Smokey's soft plush head for a pillow. Body is durable quilted cotton with side zipper. Has pouch for stowing away pajamas under the belt and a loop on top for hanging bag on the wall. Makes a guy decoration for child's room. About 54 in. long. Ship. wt. 5 lbs. 6 oz.
48 T 18329 . . . . . .14.99

Smokey Bear and Woodsy Owl (licensed U.S. Forest Service)
More Sleeping Bags pg. . . 6

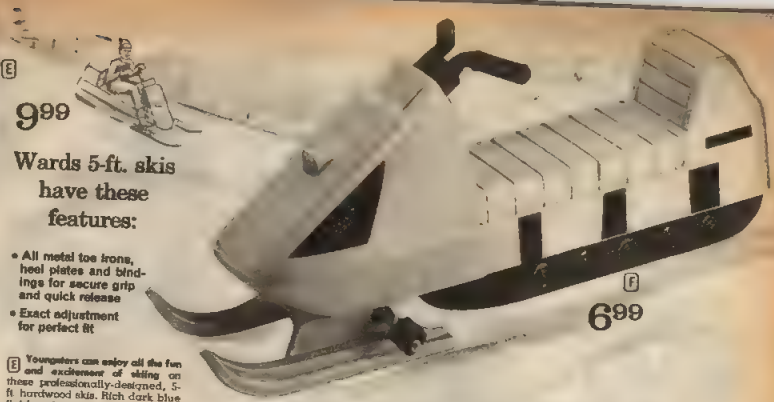
E

9.99

Wards 5-ft. skis have these features:

- **All metal toe irons, heel plates and bindings for secure grip and quick release**
- **Exact adjustment for perfect fit**

E **Youngsters can enjoy all the fun and excitement of skiing** on these professionally-designed, 5-ft hardwood skis. Rich dark blue finish resists wet and weather. 39-in. hardwood ski poles with white lacquer finish have vinyl finger-grip handles, strong wrist straps and red plastic, swivel-action snow rings. For ages 8 to 12. Shipping weight 8 lbs.
48 T 13701 M.....set **9.99**



F

6.99

Enjoy the thrills of a sno-mobile plus the fun of sledding

F **Looks and handles like a professional model.** Rugged molded plastic sno-mobile sled sweeps down the slopes, banks into turns even at high speeds. Sure-grip handle bars and foot-controlled runners provide exciting maneuverability and hours of thrills. Sturdy metal steering mechanism takes rough wear. Overall length about 30 in. Shipped unassembled to save you shipping charges . . . easy to assemble.
48 T 13728 M—Ship. wt. 5 lbs.. . . . . **6.99**

G

Steel wagon

11.98

G **Deluxe coaster wagon** has one-piece, automotive gauge steel body with safety rolled edges; two coats of red enamel finish. Extra-large body about 36x17¾x6½ in. Extra-wide flange at rim. Mod-style, 10x1¾-in. mag-type racing wheels have semi-pneumatic tires; lubricated bearings. With form-grip handle.
48 T 13300 M—Ship. wt. 30 lbs.....**11.98**

H

Ranch wagon

18.99

H **Built for dual use**—holds big loads with stake panels or removes panels and it's a coaster wagon. Hardwood body reinforced with box rods, steel cleats. Finished in clear varnish with red enameled panels. Heavy-gauge steel chassis has smooth safety edges. 10x1¾-in. mag-type racing wheels have semi-pneumatic tires. Comfortable, form-grip handle. Body about 36x17x3¾ in.
48 T 13308 A—Ship wt. 36 lbs... .....**18.99**

J

Big Wheel

10.98

K

Sport Wheel

8.88

Big Wheels by Marx

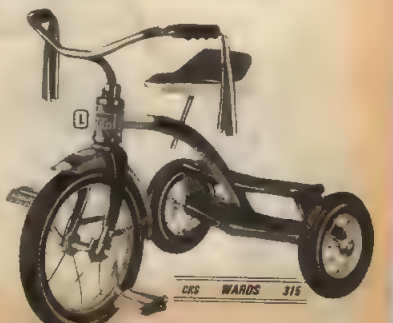
J K **They're both built for fun and rough use.** Sturdy molded plastic construction in bright day-glow colors. Seat adjusts to three positions for more comfort. "Long-horn"-style handlebars have colorful streamers.

(J) The Big Wheel—16-in. front wheel. Steel hand brake controls rear wheel speed. Plastic saddle bag with lock top holds valuables. Steel front fork gives more strength. Simulated dashboard and gearshift panels. For ages 4-9; up to 65 lbs.
48 T 13162 A—About 38x21x20½ in. high. Ship. wt. 17 lbs. **10.98**

(K) The Sport Wheel—14-in. front wheel. All the features above plus simulated gear shift panel. About 34x18x19½ in. high. For ages 3 to 8; up to 65 lbs.
48 T 13163 M—Ship. wt. 12 lbs. 8 oz.....**8.88**

Tricycles

low as **12.69** 10-in.



L

L **Easy steering, ball-bearing front wheels** with puncture-proof, 1¾-in. semi-pneumatic, white sidewall tires. 1¼-in. tubular steel frame has adjustable contoured seat, chrome-plated front fender, double-deck step plate. Adjustable, chrome-plated handlebars have vinyl grips with streamers. 2-coat metallic magenta finish with white trim.

10-in. wheel. Leg reach 15 to 18 in.*
48 T 13130 M -Ship. wt. 15 lbs.. **12.69**

12-in. wheel. Leg reach 17 to 20 in.*
48 T 13131 M—Ship. wt. 17 lbs...**13.74**

*Leg reach: Measure from crotch to ball of foot. Order larger size for longer reach as child grows.

hot foot DRAGSTER

27.74

Do dramatic wheelies on rear wheel

Battery powered! Comes with UL listed recharger so it's always ready to go

Zips along the sidewalk at speeds up to 2 mph. Has deep-dish steering wheel, forward/reverse stick shift, lead-foot accelerator pedal, wide rear racing slicks. High-impact plastic body supports up to 150 lbs. For kids 3 to 9 years. 31 in. long Rechargeable battery included.

48 T 13471 M—Ship. wt. 18 lbs. **27.74**

REDUCED $4

RRRumbler X-3™

Ⓐ Cruising, dragging, shifting—here's exciting chopper action with the RRRumbler X-3. 2-speed transmission: high gear for cruising, low gear for dragging. Enclosed drive shaft transfers power from pedal to rear gear box. Super traction with Fat Daddy™ racing slicks. Extended plated fork and front spoked wheel. Adjustable custom high-back seat for big or little kids. Sissy bar too. All steel frame with tough, high-gloss enamel finish. Price cut from '73 Christmas Book, page 283. Great savings!

48 T 13158 A—Ship. wt. 30 lbs. **27.99**

Ⓐ **27.99**

Was 31.99

Ⓑ **11.44**

Big Blaster Push-pull—away you go!

Ⓑ Fabulous Value—check our low, low price! Burly looking, but so smooth riding: with easy push-pull on the handlebar, Irish Mail gearing principle glide-rides ages 4 to 8. Rugged high-impact plastic with full-turn steering, comfortable scooped seat. About 28 in. long. The name "Big Blaster?" From that big horn!

48 T 13403 M—Ship. wt. 10 lbs. **11.44**

NOTE: Wheel toys shipped partly assembled. Instructions incl. See shipping information, pg. 387.

22.86

The Hot Seat

Chopper styling with pedal power

Looks like it's moving when it's standing still. Racy styling: chromed twin strut handlebars, large, comfortable contoured seat of molded plastic, molded rear wheels and rubber rib gear tread front wheel for better traction—even has a simulated fuel tank. Nylon pedal drive adjusts to 3 positions—set your own pace with pedal power.

48 T 13159 A—Ship. wt. 23 lbs. ..... [illegible]

"CHARGE IT"

For Complete Credit Terms, see pgs. 383, 384.

B Noah's Ark *Exclusive at Wards* 3.99

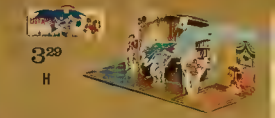
C Medieval Castle with knights 9.99

NEW! The exciting world of SUPER HEROES™

8-inch figures

D Batman E Robin F Superman

G Superman playset



H Batman and Robin playset

J Spiderman

Light-up the Living-Dining Area in BIG 45-In. Furnished Doll House with Family!

only **17.49** complete

Wards Exclusive

[A]

New! 5-Ft. Tepee Inflates

. . . no tools or hardware needed!

12.49 [E]

Jiffy set-up is child's play!

Lighted "House-In-A-Suitcase" **9.89**

completely furnished . . . even a family, too!

[B] *Wards Exclusive*

Wards Exclusive only **6.89**

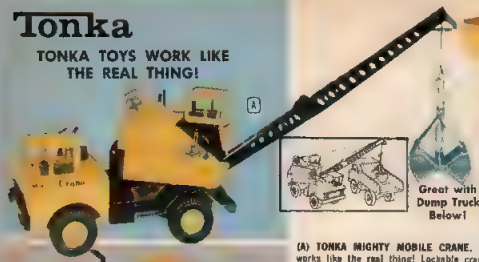
[C]

1.93 [D]

New! Happy Doll House Family

Tonka

TONKA TOYS WORK LIKE THE REAL THING!



(A) TONKA MIGHTY MOBILE CRANE. It's big and tough. It works like the real thing! Lockable cranks control boom angle and operate clam bucket which opens, closes. Fold-up boom, full pivot crane cab, authentically detailed front cab. Rolls smoothly on special wheel bearings and lifetime tires. Shock absorber bumper. 17⅜" long plus boom.
C11-Tonka-1089 (11 lbs.) $16.95

(B) TONKA MIGHTY LOADER. Tough steel reproduction of actual loading equipment. Lever with ample room for boy's hand operates bucket which scoops, raises for hauling and unloads. Glassed-in swivel cab. Authentically detailed steering, exhaust stack, dual air cleaners. Deep cleat tires. 20" long.
C12-Tonka-869 (9 lbs.) $13.95

(C) TONKA MIGHTY CEMENT MIXER. The grandaddy of toy cement mixers. Travels on 6 big lifetime tires, while the tough styrene drum rotates just like the real ones. Fills, mixes and unloads authentically too. Long lasting steel with 2 coats non toxic truck enamel. 21½" long.
C15-Tonka-1269 (13 lbs.) $19.95

(D) TONKA MIGHTY ROLLER. Young road builders will have a ball with this authentic roller. Heavy enough to pack down sand or soil for laying the new street or expressway. Swiveling cab is glassed-in. Even has exhaust stack, dual air cleaners and steering. Deep tread lifetime tires. Durable steel construction, built to take hard play. 16" long.
C18-Tonka-779 (7 lbs.) $11.95

(E) BUDDY L "BIG BRUTE" 3-PC. ROAD SET. All-star fine makes child's play out of road construction. Includes a large dumper with full tilting action, precision operating mixer with hi-impact rotating drum that tilts for emptying. Articulated scooper digs, carries and dumps its load. Sturdy steel with super wide construction tires.
C03-Buddy L-1149 (7 lbs.) $18.00

(F) TONKA MIGHTY HYDRAULIC DUMP. Trip the lever and hydraulic mechanism slowly raises the truck section to dump. Detailed cab interior. Jumbo 4¾" lifetime tires. Automotive steel. 18½" long.
C16-Tonka-959 (10 lbs.) $14.50

(G) TONKA LOADMASTER. Fill, turn crank and a load of sand goes up, dumps into hopper. Lift lever and chute opens to fill vehicle.
C17-Tonka-515 (5 lbs.) $8.00

(H) TONKA WAGONEER AND SNOWMOBILE. Detachable trailer hauls realistic snowmobile. Real look replica of Jeep Wagoneer with all-steel body, detailed seat insert. Spring-action tailgate lifetime tires. 16½" long.
C03-Tonka-329 (2 lbs.) $4.75

(I) FORD TRACTOR AND WAGON. All the play action of a big, rugged, impressive Ford 8000 tractor pulling a large Ford barge wagon. Sturdy metal tractor has real front and steering. Knee-action front wheel movement, exhaust stack.
C01-Ertl-1164 (11 lbs.) $17.98

(K) TINY-TONKA CONSTRUCTION SET. Includes 5 action pieces: Bottom Dump with gate that activates for dumping or spreading. Cowboy rig that hauls Tiny Tonka Loader with scoop that raises, lowers, locks; Dump truck with hand-operated box, Cement Mixer with rotating drum.
C14-Tonka-588 (4 lbs.) $8.98

(L) TINY-TONKA FIRE DEPARTMENT SET. 5 pieces of realistic fire fighting equipment: Pumper, red Pickup Hook and Ladder, white Ambulance, red Fire Chief Car, Ladder adjusts to raised positions and swivels.
C18-Tonka-635 (4 lbs.) $9.50

(M) BUDDY L JR. SPORTSMAN SET. Outdoor set has a Camper towing a boat on trailer and a Jeep towing a buggy on a tilt-ramp trailer. Jeep has a folding windshield. Vehicles are rugged steel construction w/ non-mar tires, brite plate wheels, trim.
C04-Buddy L-869 (7 lbs.) $12.95

BUILD IT

Truck Plus New Livestock Van

- 1/25 scale
- Diesel engine
- Factory blueprint authentic models

8.88

Play livestock shipper! Kit has over 250 parts, scaled from factory blueprints. Super-detailed down to the last dazzling plated part, this duo looks just like the rugged, speedy vehicles used by livestock dealers to drive from range to market. The White Western Star truck has tilting hood/fender unit, turbocharged Cummins diesel engine, "Mercury" sleeper, tandem rear axles, ten vinyl tires. The Wilson livestock van has a 40-ft. aluminum drop-center design, tandem dual wheel suspension, and eight brawny truck tires. Overall, about 18-in. long. Order yours to build now!

48 T 17443 M—Ship. wt. 4 lbs. 2 oz. **8.88**

Build it—race it McLAREN M8

18.99

Remote Control

Vroom around like a LeMans winner after you build your own McLaren M8 racer! You learn almost as much as a pit crew about this sleek car, after assembling it. That includes fine details like a windscreen, left and rear "lights," rear view "mirror"—even suction pipes and filters. The beautiful 17-in. long body is high-impact plastic in racy colors. The four vinyl "Continental" tires have wide treads. There's even a red-helmeted white-suited driver to take credit for what you'll do at the remote controller: push buttons, driving the racer forward, reverse, left, right. Separate motor controls running and steering. 1/11-scale. Needs 3 "D" batteries (pg. 308).

48 T 17499—Ship. wt 3 lbs. 4 oz. **18.99**

Build a 3-Tank Squad

Manned, Set to Roll

Set of 3

7.99

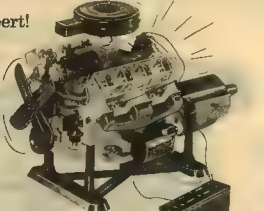
Build your own tank squad—complete with 5-man crews on each! They roll, guns elevate and rotate. Authentic styrene plastic models of 3 U.S. Army tanks: Walker Bulldog (light), General Patton (medium), anti-aircraft gun Twin Forty. Fun building 'em! Over 170 parts to each tank. 43 parts operate on each, including doors, hatches. Realistic decals. Wheels work independently on suspension system. Each, about 2½x8½x3¼ in.

48 T 17411—Wt. 3 lbs. 3 oz.. . . . . **set 7.99**

Be an engine expert! Build 'em see 'em work

SEE-THRU V-8 engine

11.66

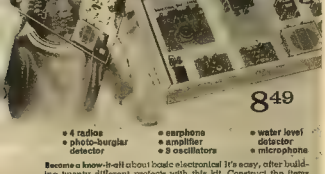


- Perfect ¼ scale
- Assemble over 350 parts
- Study a hundred moving parts
- Makes a fine family project

Just try to keep it from Mom, Dad, and the kids! They're eager to see through to the secrets of the internal combustion engine, too. Work together, assembling it. Then watch the properly functioning pistons, connecting rods, rocker arms —even properly timed sparkplugs go. Brilliantly engineered, this "see-through" engine is molded in four colors: red, black, silver, and clear plastic. Kit is complete with all necessary metal parts, powerful mini motor, manual. Needs 2 "C" batteries (pg. 308). About 15x7x9 in.

48 T 17408 M. Ship. wt. 4 lbs. 13 oz.. **11.66**

20-in-1 Electronics Project Kit



8.49

- 4 radios
- photo-burglar detector
- earphones
- amplifier
- 2 oscillators
- water level detector
- microphone

Become a know-it-all about basic electronics! It's easy, after building twenty different projects with this kit. Construct the items listed above, plus continuity tester, Morse telegraph, IC wireless telegraph, sound of machine gun, electric bird, more! The see-through plastic solid-state circuitry base makes it simple to do and understand. For easy follow-through, just place it over one of the illustrated project cards. Point-to-point connections simplify the wiring. Wires, instructions included. No soldering, no tools. Needs one 9 volt battery (order pg. 308).

48 T 17253—Ship. wt. 1 lb. 4 oz. **8.49**

WANKEL engine

1/5 Scale Model

4.99

Hottest engine going! The Wankel—revolutionary piston-less, anti-smog motor. Powers Mazda import car. See-through model shows moving parts, flashing spark plugs. Build yours now—enjoy driving the real one even more. Includes stand. Needs 2 "AA" batteries (order pg 308). 10x6¾x4½ in. Ship. wt. 1 lb. 8 oz.

48 T 17409. . . . . **4.99**

Bat . . . Throws different speed pitches for batting practice
Field . . . Throws fly balls or grounders at different speeds and heights
Pitch . . . Catches your pitch and throws it back to you

THREE-IN-ONE
Baseball Trainer

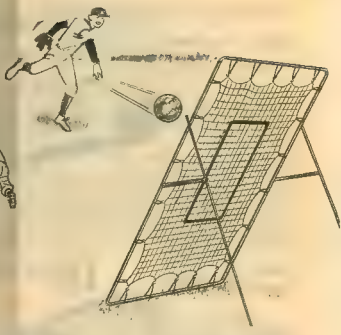
ONLY **13.99**

Sharpen up your pitching, fielding and batting

Pitches, catches, throws grounders or flies. Just pitch or bat ball at vinyl "catcher"... when you hit the glove, ball drops back into trainer and is thrown back at you for another try. Set speed you want—fast or slow. Set height of ball—grounder, strike or fly.

Sturdy plastic and metal construction. Sets up easily indoors or outdoors. Operates on 2 "D" batteries (not included, sold pg. 308). Polyethylene practice bat and 3 hollow plastic practice balls included. About 23½ in. high. Imported from Japan.

48 T 26298—Wt. 4 lbs. 13 oz. **13.99**



BASEBALL TRAINER

Throw, catch and field **7.99**

Take a full wind up, fire away—and ball bounces right back to you for another practice throw. Great way to keep your pitching arm in shape and your aim accurate—this catcher never tires! You can field your own grounders, too. Reinforced nylon net has adjustable strike zone ribbon. Tubular steel frame and supports with steel springs for lively bounce return. Use indoors or out. About 42x60 in. high. Ball not included.

48 T 26304 M—Ship. wt. 8 lbs. 4 oz. **7.99**

NEW! "THE CHAMP"™
45-in. Pool Table

Sized right for young sharp shooters. Sturdy 45x22 pool table with live-action cushions and green cloth-covered playing surface keeps balls moving with precision-like accuracy. Single end ball return. Side mount for scoring discs and storing cues when not in use. Tubular steel legs with woodgrain-look and panels. Sturdy molded plastic pockets, corners. Two cues, triangle, sixteen 1-in. plastic balls (15 numbered, 1 cue ball). Partly assembled, instructions included.

48 T 26000 B Ship. wt. 15 lbs. **17.94**

ONLY **17.94**

AUTOMATIC
Pin-setter Bowling Game

5.99

- **Exciting 10-pin action**
- **No flying pins**
- **Flip-up pin indicators for easy spare bowling**

Score a strike! Pick up that spare! Make that tricky split! Pins flip-up, numbers indicate position. To reset, just squeeze dual-action automatic pin reset and you're ready for another frame. Ball returns automatically. Woodgrain-look metal pin-setter controls ten 4½-in. plastic pins. About 16x16x8 in. high. 3-in. rubber ball included.

48 T 26313—Ship. wt. 5 lbs. **5.99**

"CHARGE IT"

No Monthly Payment Til Feb. If You Order By Nov. 15. For Terms Relating to Deferred Payment See Pgs. 383-384.

SAVE THIS CATALOG

Order toys from it until Aug. 31, 1974

PRO STAR ELECTRIC FOOTBALL by Coleco! Two pro teams move on electric gridiron in steel-side, contour-molded stadium. Call your own plays: move men into position—start the action! You control the quarterback as he runs, kicks, or passes. Game includes metal score board, colorful grandstand, magnetic footballs; yard marker, corner flags, two goal posts. Stadium measures 27x17x7 inches high. 110-120V, AC. UL listed. Mailable

Z36 J 3309—(8 lbs.)..... **9.95**

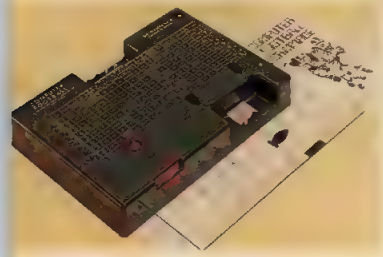
CHAMPIONSHIP football..

replay top 3 NFL games with Total Team Control!

16.77

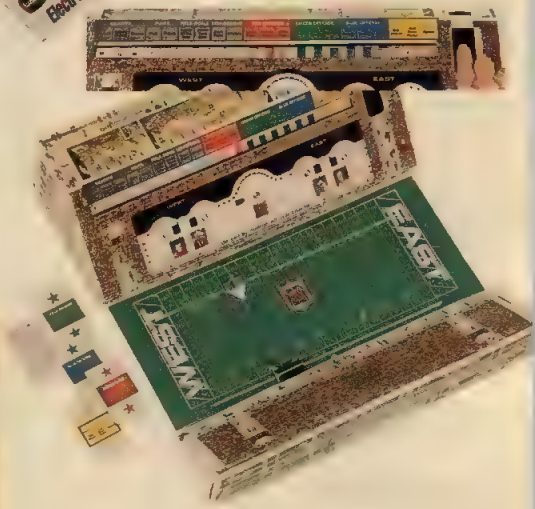
The Dolphins, Steelers, Cowboys, or Redskins clash for the 1973 World Championship title—you control all the playoff action with new Total Team Control! In the huddle, set adjustable "legs" on the players' bases for speed and direction. Flip the switch and watch them sweep left, right, or charge straight up the middle! 4 team set includes 11 plastic players per team molded in 5 realistic poses; each wears his official team colors. Also quarterbacks that "run" "pass" or "kick"; magnetic first-down marker with movable chain, goal-line flags; automatic timer; goal posts. Colorful vibrating metal field 38x20x3 in. high. 110-120V, AC. UL listed. Mail/Express.

W36 J 3429—(13 lbs.) **16.77**



COMPUTERIZED FOOTBALL scrimmage—brings the stadium right into your living room! Test your game-plan strategy: select a play, push the run or pass button, see if your opponent can second guess you and block the play. Follow the fast scrimmage action—offensive/defensive results flash instantly on computer board. New compact size (11x15x3 in high) and portable folding "field" make computerized football the "play anywhere" game! Plastic/fiberboard. Uses 4 penlight batteries, included.

Z36 J 3403—Mailable (4 lbs.)..... **12.88**



ALL-STAR football

891 play possibilities from NCAA games

14.88

Endorsed by top college coaches like Ara Parseghian and Darrell Royal, it's the closest thing yet to live-action games! Touchdowns, field goals, fumbles, interceptions . . . anything can happen in All-Star football. Defensive and offensive sides call plays, then spin computerized cylinder for probable result. Play outcomes all based on past NCAA action—find out how your options worked for the college stars! Portable 20x8x6 inch size for play-anywhere fun. Durable fiberboard and plastic. Mailable

Z36 J 3328—(6 lbs.).. .....**14.88**

PRO STAR ELECTRIC FOOTBALL by Coleco! Two pro teams move on electric gridiron in steel-side, contour-molded stadium. Call your own plays: move men into position—start the action! You control the quarterback as he runs, kicks, or passes. Game includes metal score board, colorful grandstand, magnetic footballs; yard marker, corner flags, two goal posts. Stadium measures 27x17x7 inches high. 110-120V, AC. UL listed. Mailable

Z36 J 3309—(8 lbs.)..... **9.95**

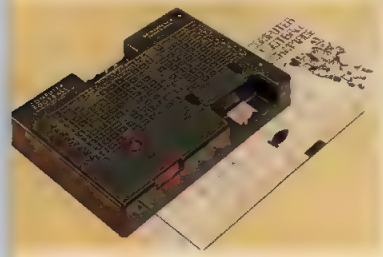
CHAMPIONSHIP football..

replay top 3 NFL games with Total Team Control!

16.77

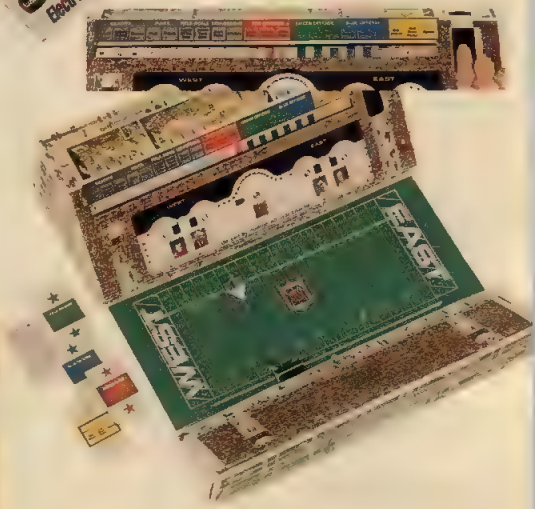
The Dolphins, Steelers, Cowboys, or Redskins clash for the 1973 World Championship title—you control all the playoff action with new Total Team Control! In the huddle, set adjustable "legs" on the players' bases for speed and direction. Flip the switch and watch them sweep left, right, or charge straight up the middle! 4 team set includes 11 plastic players per team molded in 5 realistic poses; each wears his official team colors. Also quarterbacks that "run" "pass" or "kick"; magnetic first-down marker with movable chain, goal-line flags; automatic timer; goal posts. Colorful vibrating metal field 38x20x3 in. high. 110-120V, AC. UL listed. Mail/Express.

W36 J 3429—(13 lbs.) **16.77**



COMPUTERIZED FOOTBALL scrimmage—brings the stadium right into your living room! Test your game-plan strategy: select a play, push the run or pass button, see if your opponent can second guess you and block the play. Follow the fast scrimmage action—offensive/defensive results flash instantly on computer board. New compact size (11x15x3 in high) and portable folding "field" make computerized football the "play anywhere" game! Plastic/fiberboard. Uses 4 penlight batteries, included.

Z36 J 3403—Mailable (4 lbs.)..... **12.88**



ALL-STAR football

891 play possibilities from NCAA games

14.88

Endorsed by top college coaches like Ara Parseghian and Darrell Royal, it's the closest thing yet to live-action games! Touchdowns, field goals, fumbles, interceptions . . . anything can happen in All-Star football. Defensive and offensive sides call plays, then spin computerized cylinder for probable result. Play outcomes all based on past NCAA action—find out how your options worked for the college stars! Portable 20x8x6 inch size for play-anywhere fun. Durable fiberboard and plastic. Mailable

Z36 J 3328—(6 lbs.).. .....**14.88**

Plastic kits have changed since you were a kid. Has your plastics department?

Back in the 1950's, plastic kits were really toys you put together yourself.

Over the years, the customer for plastic kits has grown up. He has more money. He brings more sophistication, and more dollars, to the market place.

Trouble is, a lot of plastic kit departments didn't grow with him. Even today, they're offering those old kits at higher prices, (thanks to inflation).

It's a problem, but not without solution.

MRC/Tamiya offers a full line of very high quality plastic kits. Designed to appeal to the man who has money to spend and who is looking for real modeling enjoyment.

What does MRC/Tamiya give him for his money? Plenty. We have exact replicas in incredible detail. Incomparable molding techniques. High quality plastic.

Even more importantly, we are constantly introducing more new products (so there won't be a slack in his buying — or your selling), and we package *everything* we sell beautifully. (People know an MRC/Tamiya kit just by looking at the box art.)

These are the things that make MRC customers, repeat customers. That turn buyers into collectors. That create a bigger, more profitable plastic business for you.

Little wonder that mass merchandisers who carry MRC are making more money. They've cashed in on a big, affluent market that keeps buying. And growing.

Shouldn't you grow with it?

MODEL RECTIFIER CORPORATION
Edison, New Jersey 08817

MRC

TAMIYA

(Circle No. 5 on Reader Inquiry Card)

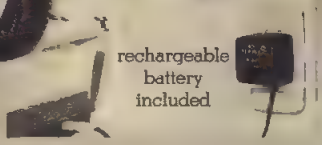
the rechargeable ELECTRICS

YOUR CHOICE
34.95

His own easy riding SUPER CHOPPER

For the junior cyclist, it's the hottest kid's bike in town. Pines' electric Super Chopper! Rechargeable 6V 8 amp battery pack powers a smooth take off, a steady ride. Realistic chopper front wheel, swept back handle bars, simulated shocks, motor. Has molded spoiler and rear fenders mounted over wide traction wheels for stability. High back saddle with roll bar. 34½x24½ in. high overall. Metal and plastic. Color: Plum. 110-120V, AC recharger UL listed. Easy assembly.

M36 J 3147 Freight or express. (21 lbs.) . **34.95**



rechargeable battery included

Dynamic Fan Jet CHAPARRAL

A sure winner! Pines' electric Fan Jet Chaparral has the dynamic styling that swept the Grand Prix circuit . . . and a 6V, 8 amp battery for fast starts, smooth acceleration.

Adjustable foot pedal starts and stops. 7-in. diam. steering wheel controls direction. Racing details incl. chromed exhaust pipes and intake valves, simulated engine mag wheels. Adjustable spoiler with roll bar. 44-in. long metal and plastic body. 110-120V, AC recharger UL listed. Easy assembly. Mail/Express.

W36 J 3105—(23 lbs.) **34.95**

Your road king's WILD RIDER 22.95

Talk about response . . . Pines' Wild Rider sidewalk bike moves like it's part of the driver, eats up sidewalk "miles" like a hungry cat! Easy-pedalling chain drive turns hard pumping into some pretty fast going. Bike's cool styling matches tamer moods with its low-slung chrome frame, bright red seat and swept-back chrome handlebars. Leg protectors keep trouser cuffs out of trouble. Big 20-inch tires . . . super-wide rear tires for safe spin outs! Plastic wheels. 38x14½x22-in. high metal and plastic body. Easy to assemble.

M36 J 3148—Freight or express. (14 lbs.) **22.95**

Authentic PUTT PUTT MOBILE 24.95

This car is styled in every detail to match the great models of the past. Your youngster will love turning the functional steering wheel, driving with the quick movements he's seen in old silent movies. Pedal-powered classic isn't built for speed, but for that special fun that comes with antique cars. It has simulated head lights, an opening hood, a side-mounted bulb horn and much more! Vinyl canopy comes off when the driver wants some sun. 39x21x22 in. high at steering wheel. Metal and plastic. 8½-in. tires. Easy assembly.

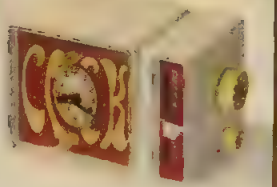
M36 J 3145 Freight or express. (18 lbs.) **24.95**

See page 235 for Spiegel Budget Power terms—No Money Down

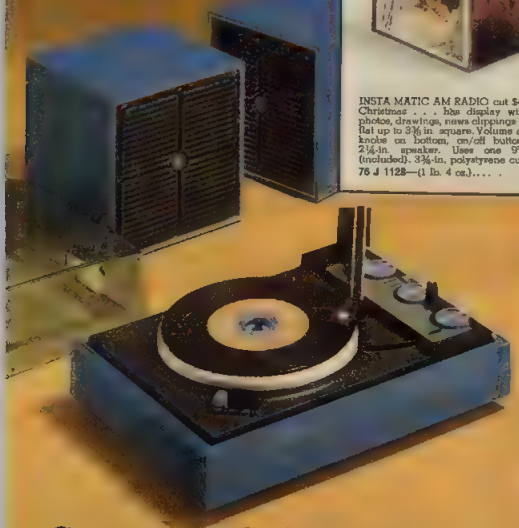
GENERAL ELECTRIC

gifts for everyone on your holiday list!

INSTA MATIC AM RADIO cut $4 from last Christmas . . . has display windows for photos, drawings, news clippings anything flat up to 3⅜ in. square. Volume and tuning knobs on bottom, on/off button on top. 2¼-in. speaker. Uses one 9V battery (included). 3⅜-in. polystyrene cube.
76 J 1128—(1 lb. 4 oz.) 7.95



MOD-TIME CLOCK RADIO is perfect for the teen on your gift list . . . kids love the colorful, modern design, too! Easy to read and operate—ruggedly built polystyrene cabinet. Clock face is lighted from back to make numbers visible in the dark . . . works as a night light. Has sweep second hand, front set controls. Wakes you to AM music or buzzer alarm automatically. Tune station with sliding hand; drift compensation keeps station "locked in." 3½ inch dynamic speaker for fine sound. Cream/Brown. 6z 5¾x5 inches high. 110-120V, AC. Mailable.
Z76 J 864—(3 lbs.) 19.77



Component style stereo for just 33.88

True-to-life stereo sound in a true Blue package! Two-speed record player for LP's and 45's . . . ceramic stereo cartridge has long-life diamond stylus. Solid state amp for reliable instant-on sound. Adjust to taste with volume, balance and tone controls. Matched 4-in. dynamic speakers in rugged enclosures separate up to 18 ft. for maximum stereo effect. Hi-impact polystyrene cabinets. Phono measures 12¾x9¼x6 in. high. Speaker enclosures: 6½x6½x5½ inches. 110-120V, AC.
Z78 J 709—Mailable. (16 lbs.) 33.88

GE "SUPERSTAR" miniature AM radio promises carefree listening . . . and the price is cut from last Christmas! Dependable solid state circuit with automatic volume control and direct dial tuning. 2¼-in. speaker for realistic sound. Carrying thong and earphone included.
Operates on 9V battery (incl). Compact plastic case with Stars and Stripes design measures 2½x1¼x4 in. high. (1 lb.)
76 J 1130 . . . . 5.99

"CANNED RADIO" from GE, a refreshing AM music break in a can . . . choice of Coke or Schlitz labels. Solid state circuitry; thumb wheel tuning, volume controls hidden on side of case. 2¼-in. speaker plays through top metal grille. Uses 9V battery (incl). Metal lined mylar label on polystyrene case. 2⅝-in. diam., 4⅜-in. high. (1 lb.)
76 J 1105—Schlitz . . . .
76 J 1106—Coke 9.88

[1] FM/AM CLOCK RADIO wakes you to music or buzzer alarm with 24-hour system . . . no need to reset daily. Radio shuts off automatically at preset time—fall asleep to music. Digital clock; slide rule tuning. AFC prevents FM drift. Walnut grain finish polystyrene case. 9⅛x5½x5½ in. high.
Z76 J 865—Mailable (7 lbs.) 32.95

[2] AM CLOCK RADIO offers wake-up convenience at an attractive price. Solid state design; slide rule tuning dial. AVC keeps constant sound from station to station. 4-in. speaker. Large, easy-to-read clock face. Neutral beige color fits any decorating scheme. 7⅞x6x3¼ in. high.
Z76 J 866—Mailable. (6 lbs.) 14.44

[3] FM/AM/TV RADIO plays your favorite music program and receives TV sound . . . listen to TV news, sports anywhere . . . operates on 4 "AA" batteries (not incl.), or 110-120V, AC. Solid state; AFC. 3½-in. dynamic speaker, earphone, antennas. Two-tone Grey 10½x2⅜x6½ inches high.
Z76 J 867—Mailable. (7 lbs.) 39.88

Make this your happiest Christmas—use Spiegel Budget Power

(A) TYCO HO SCALE 2-IN-1 ROAD RACE SET. Offers real pro style racing plus all the excitement of a funny car dragstrip. Set up a triple-level pro racing layout with 28-ft. of track. Includes automatic lap counter, spinout speed aprons and a cobblestone squeeze. Or, set up a 10-ft. long drag strip complete with Christmas tree marker, electric start, automatic winner's indicator. 2 Tyco-pro Trans-am cars come with 2 interchangeable funny car snap-on bodies.
C01-Tyco-2249 (12 lbs.) **$35.95**

(B) TYCO HO SCALE INTERNATIONAL PRO RACE SET. Get European "Grand Prix" racing action on this big 54x36" double-8 "pro" layout or any of 5 other layouts with snap together Tyco-Lok track. 14-ft. of track with cobblestone squeeze. 2 Tycopro race cars, 2 controllers, power pack. Crash carrier fence with flags, start/finish gate included.
C02 Tyco 1549 (8 lbs.) **$23.98**

(C) TYCO CHAMPIONSHIP STICK SHIFT PRO RACE SET. New! 4-speed S/S stick shift controller lets you control car speed — just like the pros! Includes 2 Tycopro race cars, 2-4 speed stick shift controllers, 53 sections of snap-together track, automatic lap counter, electric power pack. U.L. listed
C05-Tyco-2887 (15 lbs.) **$44.00**

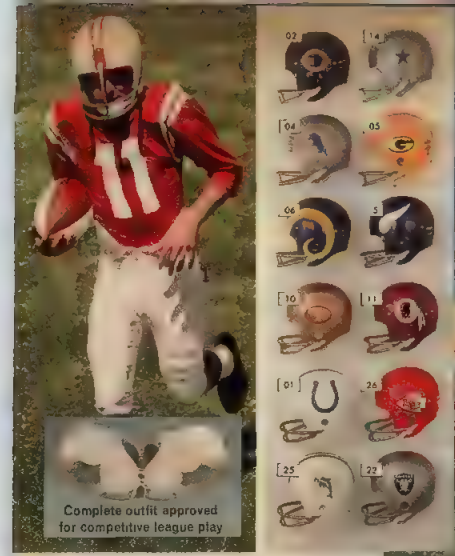
(D) CALIFORNIA "GROUP 7" 1/32 ROAD RACE SET. Screaming Porsche and McLaren cars charge into the curves, dice through chicanes, dial it on over the bridge and down the straight. Side by side racing excitement. Both cars feature Anglewinder® racing chassis for high top end, maximum traction. Includes 2 custom grip speed controllers, 20 sections of track plus race track accessories make for real racing excitement.
C04-Cox-2087 (11 lbs.) **$29.95**

(E) "SPIRIT OF 76" SUPER OVER AND UNDER HO SCALE TRAIN SET. Great American train commemorates the early railroad pioneers that forged through the early west. Colorful red, white and blue lighted Alco 430 Diesel pulls 5 colorful freight cars with big payloads. Realistic railroading action is provided as the big diesel thunders over bridges, trestles and freight yards. Big 40x87 inch figure 8 layout lets you set up authentic looking setting with the 33-piece bridge and trestle set. Powerful 1-amp power pack. U.L. listed
C06-Tyco-2687 (8 lbs.) **$42.95**

(F) STUKE MODEL DIVE BOMBER. Clear the decks! Here comes the famous WW II air ace — the Stuka dive bomber! Sight the target and let 'em go. Bombs release in flight. You control flight with lines and handle. Accurate in every detail, this ready-to-fly model carries all the features of this famous plane from the massive inverted gull wing down to the tiny propeller-driven generators. Also has sliding front and rear canopy, rear mounted machine gun, simulated 4-inch bomb that can be dropped in flight, plus detailed pilot and gunner figures. Famous Cox .049 engine gives real flight power. With batteries and fuel. 23½" wing span
C01-Cox-1397 (6 lbs.) **$21.95**

(G) 1/32 SCALE VW CAR. A handsome scale model of the famous beetle. Intricately detailed for realism and excitement. Can be raced on any 1/32 scale track. 6 volt motor
C06-Cox-449 (1 lb.) **$6.00**

(H) 1/32 SCALE PORSCHE RACING CAR. Classic racing car with exciting detailing. Will race on any 1/32 scale road racing layout. Powerful 6-volt motor
C05-Cox-449 (1 lb.) **$6.00**



1 **A complete outfit for the future gridiron star**—and it's approved for competitive play! Just like professional helmets, this one is made of rugged Cycolac®. High crown design, six-point web suspension, cemented-in padding protect and cushion the head. Double-bar face mask and padded chin strap. Shoulder pads are cantilever braced and fully padded with adjustable underarm straps. 100% cotton jersey features popular shoulder stripes. 100% cotton twill pants have hip, kidney, thigh, knee and tail pads; adjustable belt. *State size letter: S(Ages 5–8 yrs.), M(9–12 yrs.), or L(12–15 yrs.).*
Z60 T 23320—Color as shown. Ship. wt. 5 lbs. 10 oz. . . . . Set 19.95

2 **This colorful NFL outfit** includes a Cycolac® team insignia helmet with interior padding, 4-point web suspension, double-bar face guard and adjustable chin strap. Molded plastic shoulder guards are foam padded and have elastic underarm straps. Washable cotton knit jersey has pre-set numerals. Cotton twill pants have hip and thigh guard padding. Fits boys ages 8 to 11. Not recommended for competitive league play. *State NFL team code from below.*
L60 T 23301—Ship. wt. 4 lbs. . . . . outfit 12.99

3 **All-purpose athletic shoes.** Solid vinyl uppers, contrasting vamp stripes. Molded PVC outsole, molded-in cleats. Cushioned collar. *State half size: I thru 9.* No half sizes. Medium width only. Ship. wt. 2 lbs. pair.
Z60 T 23397—White uppers. . . . . pair 4.99
Z60 T 23396—Black uppers. . . . . pair 4.99

4, 5 **Official size and weight footballs.** 3-ply lining, contoured butyl bladder. Inflation needle included.
(4) Tri-color football in 4 color combos. Split-grain cowhide cover Dawhide® lacing. Tee included. **Colors:** 01 red/white/blue, 82 red/white/gold, 72 blue/white/gold or 81 green/white/gold.
L60 T 23223—*State color number.* Wt. 1 lb. 8 oz. 7.99
(5) Wilson "John Brodie" football. Tack-sprayed top-grain leather covering. Rawhide/Dawhide® lacing.
60 T 23216 Regulation color. Wt. 1 lb. 8 oz. 12.99

6 **5-piece kick set** includes tee, toe guard, air pump and needle. Official size and weight ball.
60 T 23220—Ship. wt. 2 lbs. . . . . set 5.99

7 **NFL helmet**—see detailed view below. Adjustable chin strap. **Head sizes:** M (6¾–7) or L (7⅛–7¾). *State NFL code number from below and size letter.*
Z60 T 23260 T Ship. wt. 2 lbs. . . . . each 7.99

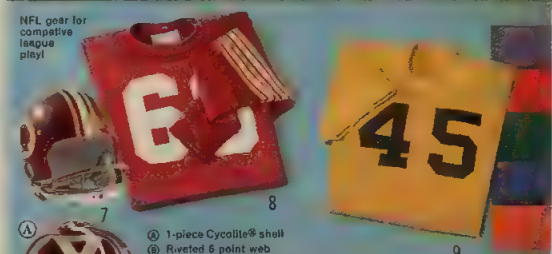
8 **NFL jersey.** 63% rayon, 37% cotton. Double-knit shoulders for extra strength. ¾-length sleeves. 8-inch sewn-on numerals. Sizes. M(38-40-inch chest) or L(42-44). *State NFL code number from below and size letter.*
Z60 T 23269 T Ship. wt. 1 lb. . . . . each 5.99

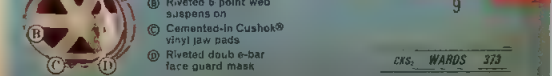
9 **Nylon mesh-knit jerseys in six super colors.** Unique "open weave" keeps you cool in any sporting activity. Pre-numbered with 6-inch Dytex® rubberized numerals. Machine washable. **Sizes:** S(28-30), M(32-34), L(36-38), XL(40-42). **Colors:** 62 scarlet, 72 royal, 69 purple, 48 gold, 82 kelly, 53 orange. Ship. wt. 12 oz. each.
Z60 T 23266—*State size letter and color number.* 6.99

NFL TEAM CODES—Use when ordering items 2, 7 or 8.

*01 Baltimore Colts	*11 Washington Redskins
02 Chicago Bears	*14 Dallas Cowboys
04 Detroit Lions	15 Minnesota Vikings
05 Green Bay Packers	*22 Oakland Raiders
*06 Los Angeles Rams	*25 Miami Dolphins
*10 San Francisco 49'ers	*26 Kansas City Chiefs

Orders for items 2, 7 and 8 will be shipped from stock except orders for team codes marked with asterisk (*). These will be shipped from Kansas City only—allow 7 extra days for delivery. Order, pay postage from House on cover.





Ⓐ 1-piece Cycolite® shell
Ⓑ Riveted 6 point web suspens on
Ⓒ Cemented-in Cushok® vinyl jaw pads
Ⓓ Riveted doub e-bar face guard mask

Just for fun...Laurel and Hardy talk and sing

a WARDS BEST BUY

BEST BUY BECAUSE...

Laurel and Hardy are great fun for everyone—nostalgic fun for the older generation, delighted fun for youngsters. They're exclusive at Wards!

YOURS FOR ONLY

13.99 complete

Stan Laurel and Oliver Hardy are a happy addition to any family-room, a comical pair whose side-splitting misadventures and hilarious antics typified the "golden age of comedy" back in the 20's and 30's. So universal is their appeal that their movies continue to amuse new generations on TV. Just looking at them makes you laugh at the thought of Ollie's "slow burns" and Stan's whimpering tears. Two figures, about 13 in. tall, have realistic soft vinyl faces, wear flannel suits. 3-in. plastic pedestal can be used for either one, has concealed talking mechanism. Ollie talks, Stan talks and together they sing in the familiar voices known to millions! From Hong Kong. Needs 1 "C" battery, see pg. 308.
48T10603—Wt. 2 lbs. 14 oz. Set **13.99**

TURN THE PAGE, SEE OUR GREAT TOY SELECTION!

Famous dolls from the past

Last year, to celebrate Ward's 100th Anniversary, our Toy Department commissioned authentic reproductions by the original makers of some of the most famous dolls of other years. The charm and beauty of these "doll classics" made them as appealing to today's children as they were to their mothers—or grandmothers! This year we again bring you famous doll-favorites from the past, knowing that they will be loved and cherished by the lucky children who receive them.

All-time favorites loved by millions of little girls

Dy-Dee Baby 7.99

The original drink-wet doll that started a whole new era in doll realism! Chubby baby looks almost real in her fleecy receiving blanket. Wears dainty sacque and diaper, has bottle and pacifier. Effanbee's 1973 version is lifelike vinyl baby dressed in [illegible] features, molded hair. Sleeping eyes. 17 in. tall.
48 T 10050 –Ship. wt. 2 lbs. 7.99

Bye-lo Baby 6.99

She was the first really "authentic" baby doll and for years her name was a household word. Bernard Horsman, one of the oldest doll companies in America, has reproduced for Ward's one of the dolls in which she originally appeared. Our Bye-lo Baby has vinyl head and hands, stuffed body. Wears dainty Christening outfit. 15 in. tall.
48 T 10000—Ship. wt. 1 lb. 14 oz. 6.99

Shirley Temple 9.99

Shirley herself was the idol of America. This toddler doll caught her famous dimpled smile, the mass of bouncy curls with hair-bow and the sweetness that make her a happy friend. Ideal's 1973 version has lifelike vinyl head, fully jointed body. Flocked ninon dress, slip, panties. 16½ in. tall.
48 T 10223 –Ship. wt. 1 lb. 10 oz. 9.99

Kewpies 2.99 and 6.99

Happy, whimsical and lovable—their popularity has lasted over half a century! These Cameo dolls are vinyl. Tinted features, jointed arms, turning heads.

8-in. Doll. Vintage outfit with bag, flowers, hat
48 T 10238 –Ship. wt. 12 oz. 2.99

12-in. Doll. Dressed in pink and straw with colorful trim, attached pantaloons. Matching sunbonnet
48 T 10276 –Ship. wt. 1 lb. 6.99

WALTHAM®

An international product by Waltham of Chicago

- **Luxury features, smartly styled**
- **Incabloc shock-resistant***
- **Unbreakable mainsprings**

(A) Swissonic Cal X1 Electronic calendar watch with Swissonic® transistorized movement powered by tiny, one-year battery. Never needs winding. Jeweled, 20% fewer moving parts. Protected against water. Expansion band. Incabloc.

A85-Waltham-4575 Yellow, steel back **$90.95**
A87-Waltham-4375 White, steel back **$86.95**

(B) Swissonic Hal. Electronic calendar watch tells date as well as time. Swissonic transistorized movement. Luminous. Sweep second.

A96-Waltham-4575 Yellow, white dial **$90.95**
A95-Waltham-4375 White, brown dial **$86.95**

(C) Lady ELECTRODYNE®. Electric dress watch with sweep second hand. Runs on a tiny, 1-year battery, never needs winding. W. German movement jeweled. 10K gold-filled bracelet. Incabloc.

A90-Waltham-4475 Yellow, steel back **$88.95**
A91-Waltham-4475 White, steel back **$88.95**

(D) Sport ELECTRODYNE®, Ladies' electronic sports watch operates on a tiny battery, never needs winding. W. German movement. Jeweled. Protected against water. Luminous. Sweep second. Incabloc.

A97-Waltham-4475 Yellow, steel back **$88.95**
A98-Waltham-4475
White, blue dial, steel back **$88.95**

(E) Cal. Seamen. Calendar watch tells date, time. 17 jewel Swiss. Protected against water. Luminous. Sweep second. Incabloc.

A101-Waltham-2890
Yellow, champagne dial **$57.95**
A102-Waltham 2890
Yellow, white dial **$57.95**
A103-Waltham 2645 White, white dial **$52.95**

(F) Deter Troy®. Tells day, date, time. 17 jewel Swiss. Luminous. Sweep second hand. Protected against water.

A104-Waltham-2990 White, steel back **$59.95**
A105-Waltham-3190
Yellow, steel back **$63.95**

(G) Auto Diver Cal. Self-winding Insta-Set® calendar. 17 jewel Swiss. Protected against water to 330 ft. Elapsed time indicator. Luminous. Incabloc.

A46-Waltham-4375
Alt. steel case, band **$86.95**

Diver Cal. 17 jewel Swiss manually wound calendar movement. Dives to 165 ft.

A45 Waltham-3390
Alt. steel case, band **$67.95**

(H) Granville Marine. Skindiver calendar watch tells day, date and time. 17 jewel Swiss movement. All steel case protected against water to 330 ft. Elapsed time indicator. Luminous hands, hour dots, sweep second hand. Gray dial, blue minute markers. Waterproof strap. Incabloc.

A18-Waltham-4790 White, steel case **$95.95**

(J) Royal Bev. Gracefully designed ladies' watch. Textured yellow case with steel back has attached bracelet with slide-thru buckle. 17 jewel Swiss movement.

A99-Waltham-3645 **$72.96**

(K) Calliope. 17 jewel Swiss movement. Matching wide bracelet, safety clasp, chain.

A37-Waltham-2645 Yellow steel back **$52.95**
A38-Waltham 2645 White steel back **$52.95**

(L) Lady Ida Contemporary watch. Matching wide fashion bracelet. Safety clasp and chain. 17 jewel Swiss movement. Incabloc.

A66-Waltham 2645 Yellow steel back **$52.95**
A67-Waltham-2645 White, steel back **$52.95**

(M) Nurse Dottie. 17 jewel Swiss movement. Full numeral dial, luminous. Sweep second hand. Safety clasp, chain. Incabloc.

A68-Waltham-2990 White, steel back **$59.95**
A69-Waltham-2990 Yellow steel back **$59.95**

(N) Auto Cal® Grande. Self-winding calendar watch. 17 jewel Swiss. Protected against water. Luminous, sweep second hand. Incabloc.

A24-Waltham-4575 Yellow, stem back **$90.95**
A23-Waltham-4475 All steel case **$88.95**

(P) Nurse Chris. 17 jewel Swiss. Protected against water. Luminous, sweep second hand. Incabloc.

A71-Waltham-3090 Yellow, steel back **$61.95**
A70-Waltham-2790 White, steel back **$55.95**

(R) Royal Joan. Delightful, functional watch for the woman on the go. 17 jewel Swiss movement. Yellow case with steel back. Link bracelet with safety clasp and chain. Incabloc.

A100-Waltham-3190 **$63.95**

*INCABLOC® is the registered trademark of Incabloc Corp.

Imports are subject to price changes due to prevailing currency re-evaluation.

*As defined by the F.T.C. standards, these watches are manufactured to withstand shocks equal to a drop of 3 feet to a hardwood surface without substantial adverse effects.

Watches Shown Actual Size.

CLINTON

(A) **CONTESSA.** Magnificent Italian mesh bracelet watch 17 Jewel CLINTON, GUARANTEED FOR LIFE*

A23 Clintwatch-2995	Yellow	$59.95
A24-Clintwtch 2995	White	$59.95

(B) **EASY READER** All Arabic figure easy to read dial. 17 Jewel GUARANTEED FOR LIFE*

A17 Clintwtch-2450	Yellow	$49.95
A18-Clintwtch-2450	White	$49.95

(C) **HEIRLOOM** Full Roman Numeral dial. Suede strap 17 Jewel GUARANTEED FOR LIFE*

A31-Clintwtch 2450	Champagne dial	$49.95
A25-Clintwtch 2450	Black dial	$49.95
A26-Clintwtch-2450	White dial	$49.95

(D) **NELL BEST BUY!** - Smart case with tapered bracelet 17 Jewel GUARANTEED FOR LIFE*

A21-Clintwtch-1995	Yellow	$39.95
A22-Clintwtch 1995	White	$39.95

(E) **NOREEN** Tiny marquise case with tapered bracelet 17 Jewel GUARANTEED FOR LIFE*

A19-Clintwtch-2350	Yellow	$47.95
A20-Clintwtch 2350	White	$47.95

(F) **NINA** Oval, features genuine SPEIDEL Twist On bracelet 17 Jewel GUARANTEED FOR LIFE*

A15 Clintwtch-2950	Yellow	$59.50
A16-Clintwtch 2950	White	$59.50

(G) **ORBIT CRUISER** Modern - 17 Jewel shock resistant AUTOMATIC with DAY and DATE GUARANTEED FOR LIFE* Steel link band

A29-Clintwtch-3950	Orange dial	$79.95
A30 Clintwtch 3950	Green dial	$79.95

(H) **CENTURY 25** Jewel AUTOMATIC tells DAY and DATE Tested WATER RESISTANT** Shock resist GUARANTEED FOR LIFE*

A10 Clintwtch-3895	Yellow	$77.95
A11-Clintwtch-3895	All Steel	$77.95

(I) **DELTA** AUTOMATIC - DAY and DATE change automatically 17 Jewel, GUARANTEED FOR LIFE* Case tested WATER RESISTANT** With SPEIDEL Twist-O Flex band

A27-Clintwtch 3895	Blue dial	$77.95
A28 Clintwtch-3895	White dial	$77.95

(K) **DAY-DATE DOLPHIN** Week DAY as well as DATE! 17 Jewel GUARANTEED FOR LIFE* Case is tested WATER RESISTANT** Masculine tapered band

A12-Clintwtch-3550	Yellow Champagne dial	$71.95
A13 Clintwtch 2995	White dial	$59.95
A14-Clintwtch 2995	Black dial	$59.95

(L) **ROYAL MARINE** ALL STAINLESS STEEL case WATER RESISTANT** CALENDAR changes Automatically 17 Jewels

A06-Clintwatch-2295	White dial	$46.95
A05-Clintwatch-2295	Black dial	$46.95
A07-Clintwatch-2750	Yellow	$55.95

(M) **LANCASTER** Antique style "Hunter's" case with cover that closes 17 Jewels Mesh fob

A08-Clintwatch-4995		$99.95
A09-Clintwatch-4500	Without fob	$90.95

**WATER RESISTANT as long as case, crown and crystal are intact

and drop someone a hint

10 Chronograph style watch
15.99

11 Day-date watch
14.99

12
13.99

13 Football watch 9.95

14
17.95

15 NFL watch
21.95

Calendar mod only 9.99

Luminous 24-hour dial only 8.88

17 Dorset skindiver only 9.99

18

(1) to (18) All watches have a Swiss movement and unbreakable mainspring. Shown about 7/8 actual size.

10 Chronograph style watch with slide-rule bezel; helps solv math problems; times races on t other sports. Luminous tal figure dial, sweep secon hand. White case metal, top steel, stainless steel back. Black leather wide mesh band. Instructions. Gift boxed. Ship. wt 8 oz.
45 T 106— A lot of watch for this small price **15.99**

11 Day-date watch on a leather mod band. Has luminous dial, red sweep second hand. Case has chromed top, stainless steel back. Black band.
45 T 448 —Gift boxed. Ship. wt 8 oz. **14.99**

12 "Hot Wheels" watch where two tiny racing cars do a complete lap every 60 seconds. Full-figure time track with minute markers. White base metal case; black vinyl mesh strap.
45 T 101—Ship. wt 8 oz. Gift boxed .. **13.99**

13 Animated football watch for all young fans. A tiny running back circles the field to point out the time on a colorful full-figure dial. Yellow base metal. Black vinyl mod band
45 T 907 Gift boxed Ship wt 8 oz. **9.95**

***Designed to withstand water pressure of 50 lbs per sq. in. This quality can be maintained as long as crystal, crown and back remain intact**

****Designed to withstand a 3-ft. drop on a hardwood surface without sufficiently affecting timekeeping standards**

14 Animated Mickey Mouse calendar sport watch (©Walt Disney Productions) Has 60-minute elapsed time ring. Water resistant* Mickey's arms point out the time on the full numeral dial. White base metal case top, stainless steel back. Black vinyl strap.
45 T 447 Gift boxed. Ship wt, 8 oz. **17.95**

15 Animated NFL watch with team insignia on the dial and a tiny running back circling the dial in sweep second time. Hour markers on bezel. Yellow base metal case. Alligator-grain leather-look vinyl strap. *Postpaid from factory in N.Y.; allow 2 weeks extra. See NFL clock page 163 for choice of team insignia.* Gift boxed
X 45 T 703 KP—*State team number* **21.95**

16 Shock-resistant calendar watch** on a rugged brown genuine leather mod band. Luminous dial; sweep second hand. Yellow base metal case.
45 T 146 Gift boxed. Ship wt 10 oz. all for **9.99**

17 Shock and water* resistant skindiver** for youngsters. Tested to 150-ft. depth. Luminous black dial, sweep second hand. 60-minute elapsed time ring. Chrome-plated case top, stainless steel back. Black plastic diver's strap.
45 T 180—Gift boxed. Ship. wt. 8 oz.. . .only **9.99**

18 Budget watch with 24-hour luminous black dial. White base metal case. Black vinyl strap.
45 T 434—Gift boxed. Ship wt 8 oz only **8.88**

Fun-to-wear watches with lovable, animated Disney characters

(1 to 7) **Fun timepieces** that appeal to the young (With Disney Productions) They are Swiss-made; have unbreakable mainspring. Each watch has an animated Disney character moving its arms to point out the time on an easy-to-read full numeral dial. Gift boxed Shown about ⅔ actual size

1 **Minnie Mouse wardrobe watch set** with three leather bands to use interchangeably . . . switch from hot pink to orange to white in just seconds. Case and buckles are yellow base metal.
45 T 444 P—*Postpaid* . . . set 15.95

2 **Mickey Mouse bubble watch** with a magnifying crystal (see side view) Clear plastic case and rally band. See it work; has a see-through back.
45 T 446 P—*Postpaid*..... 14.95

3 **Our lowest priced Mickey Mouse watch** sized for growing boys and girls. White base metal case; black leather strap
45 T 452 P—*Postpaid*..... . .only 11.95

4, 5 **Minnie Mouse and Mickey Mouse** mod watches. Cases have chrome-plated top and base metal back Each watch snaps onto a wide shiny leather-backed vinyl strap. Gift boxed. *Postpaid.*
(4) **45 T 788 P**—Minnie Mouse mod. White mod strap. 14.95
(5) **45 T 789 P**—Mickey Mouse mod Black mod strap..... 14.95

6 **Child-size Mickey Mouse watch** with a white base metal case and a black genuine leather strap. Gift boxed.
45 T 16 P—*Postpaid*. . . 12.95

7 **Child-size Cinderella watch** will delight any little girl Yellow base metal case; white leather strap Gift boxed
45 T 445 P—*Postpaid* 13.95

Kiddy-conversation timepieces

(8 to 12) **Dependable little watches** with Swiss-made movements and unbreakal le mainspring. Shown about ⅔ actual size

8 **Barbie watch** has a teen fashion model posing on the full numeral dial. Yellow base metal case with dainty blue time track to match the blue vinyl fashion band. Gift boxed.
45 T 910—Ship. wt. 8 oz.....13.99

9 **"Heart-throb" watch.** Has a tiny white dot that throbs up and down inside the dainty heart shape on the dial. Red hands and red vinyl strap. Yellow base metal case.
45 T 746 Gift boxed. Wt. 8 oz.... .11.99

10 **Princess Charming watch** . . . dainty and feminine. Has a florentined bezel and a pearl-tone dial Yellow base metal case; pink leather band. Gift boxed
45 T 254—Ship wt 8 oz . 11.95

11 **Animated Raggedy Ann watch.** This story-book favorite moves her arms to point out the time on the full-numeral dial Yellow base metal case; pink vinyl strap. Gift boxed.
45 T 541 –Ship. wt. 8 oz 13.95

12 **Animated Snoopy watch** with a FREE Snoopy "Hero Time" patch. Moving forepaws point out the time on a full-numeral dial. Shock-resistant** movement. White base metal case; stainless steel back. Vinyl strap. Gift boxed.
45 T 909—Ship. wt. 8 oz.....12.95

**Shock-resistant, designed to withstand a 3-ft. drop on a hardwood surface without sufficiently affecting timekeeping standards

BE A VENTRILOQUIST . . .

amaze and entertain friends!

12.99 [9]

Otis O'Brien, a sensational dummy with jointed body. He's a perfect partner for any act. Country Pumpkin head covered with fuzzy hair. Bright shirt, overalls, bandanna. Moves on vinyl legs, mouth, wrists, hands, concealed string. **48 T 18424** 30 in. tall. Ship wt 3 lbs. 9.99

Emmett Kelly, most famous of all circus clowns. Doesn't say a word, but speaks volumes just with his mouth. A sad-faced hobo in torn jacket, baggy pants and oversize shoes. Movable vinyl head and mouth, fuzzy hair, concealed string. **48 T 18409** 30 in. tall. Ship. wt. 3 lbs. 2 oz. 12.99

Blabby, our new dummy, looks the part of a fast-talker in his loud sports clothes. Work out some lively routines with this funny friend. Vinyl head, hands, movable mouth, concealed string. **48 T 18408**—24 in. tall. Ship wt 2 lbs. 8 oz. Only 7.66

Charlie McCarthy, long-time favorite in familiar outfit. Movable vinyl head, mouth, vinyl hands, concealed string. **48 T 18423** 30 in. tall. Ship wt 3 lbs. 3 oz. 10.99

New—professional style case for taking your dummy to performances or parties. Sturdy vinyl with metal handle and metal trim. Roomy, colorful. Decorated with "show cut" decals of all the famous vaudeville houses. About 15½x7x12 in. **48 T 18428**—Dummy not included. Ship. wt 2 lbs 3 oz. .6.99

Edgar Bergen himself trains beginning ventriloquists! 12-in. 33⅓ rpm record with easy instructions, skits, routines. Charlie McCarthy and Mortimer Snerd help teach techniques of lip movement and voice control. **48 T 18009** Ship. wt. 10 oz. . . . 2.99

Otis O'Brien™
Only at Wards
9.99 [8]

Nawl Blabby 7.66 [10]

10.99

Carrying Case 6.99 [12]

2.99 [13]

Big Bird 7.77

Bend his neck and legs, put him in all sorts of comical poses! Super fingers to make beak move and wing flap. Child can even make up his own Sesame Street skits. 19 in. tall. **48 T 18419**—Ship. wt 2 lbs. 3 oz. 7.77

Hand Puppets 4.59 each

(a) **Cookie Monster.** Soft, furry. Mouth and arms move. Has pull cord. 12 in. tall. **48 T 18401** Ship. wt 1 lb. 4.59

(b) **Ernie.** Comical vinyl head. Mouth and arms move easily. 15 in. tall. **48 T 18402**—Ship. wt 1 lb. 9 oz. . . 4.59

©Children's Television Workshop

The Gloppets

Zany and colorful glove-puppets

3.77 Pair

A crazy pair! Kids will have lots of fun with the friendly alligator and cheerful bluebird. Slip one on each arm, let them "talk" to each other or let a friend slip one on. Easy to animate them with your fingers. Soft acrylic plush. Abt. 9 in. long. Ship. wt 12 oz. **48 T 18414** Pair 3.77

Bean Puppets

A doll and a puppet combined

4.88 each

Adorable "hold-me-tights" from Mattel. They're happy little playmates with cute, pixie faces, dressed in soft brushed nylon sleepers. Vinyl heads and arms. Put your hand inside her bodies, heads and hands move realistically. Abt. 11 in. tall. Ship wt each 12 oz.

Puffen is a sweet little girl in frilly ruffled cap. **48 T 18413** . . 4.88

Punky, playful little guy in tassel-eyed nightcap. **48 T 18412** 4.88

Find your favorite watch

1, 2 In a Santa gift box with a stamped red finish . . . girls' and boys' Dorset watches

(1) Boys' Dorset calendar watch with a luminous full numeral dial. Water-resistant* to 1 atmosphere. Sweep second hand and bold minute track. White base metal case top, stainless steel back. Genuine leather strap. Ship wt 10 oz
45 T 549—In Santa gift box 10.99

(2) Girls' dainty Dorset with easy-to-read full numeral foil. Shock resistant** Petite yellow base metal case with stainless steel back. Matching expansion band. Ship wt 10 oz
45 T 555—In Santa gift box 10.99

3, 4 Girls' and boys' 3-in-one gift sets . . . a Dorset watch with yellow base metal case top and stainless steel back . . . a 6-position transistor radio (about 4 in. high) with earphone and carrying strap . . . a vinyl cover and jewel box (about 8 in. wide) with hinged top. Battery included.

(3) Her 3-pc. set. A shock resistant** Dorset watch with full numeral dial, telescope winding crown and white vinyl strap. Red radio and white jewel box with magenta lining. Ship wt 2 lbs.
45 T 547—3-gifts in-one set 15.99

(4) His 3-pc. set. A shock resistant** Dorset watch with luminous foil numeral foil sweep second hand. Matching expansion band. Blue satin and black jewel box with red lining. Ship wt 2 lbs.
45 T 546 3-gifts in-one set 15.99

Watches (1) to (9) shown about ⅞ actual size

5, 6 Boys' and girls' 4-pc. gift sets . . . each with a Swiss-made watch with yellow base metal case and matching expansion band

(5) His 4-pc. set the watch with sweep second hand, a vinyl wallet with zipper and photo compartments plus two gold-tone metal ball point pens
45 T 905 Gift boxed. Ship wt 10 oz set 12.99

(6) Her 4-pc. set the petite watch, a ring and pendant with imitated pearls and a bracelet with assorted charms. All yellow base metal
45 T 906 Gift boxed. Ship wt 10 oz set 12.99

7 Buffy and Jody "Watch-it" timepieces with see-through back and a 6-power magnifier to view the movement. Swiss-made. Yellow base metal case. Vinyl rally strap. State color number. 62 red strap or 24 red strap.
L 45 T 393 Gift boxed. Ship. wt. 10 oz 14.95

8 Girls' fashion threesome . . . a Swiss-made calendar watch with full numeral dial and red sweep second hand. Yellow base metal case. Three interchangeable vinyl bands . . . red, white and black. They snap on and off in a jiffy for color change.
45 T 904 Gift boxed. Ship wt 10 oz set 12.99

9 The Cat in The Hat Time Teller by Dr. Seuss . . . an animated watch with The Cat's arms moving to tell time. View the colorful movement through the see-through back. Yellow base metal case. Full numeral dial. Red vinyl rally band.
45 T 908 Gift boxed. Ship wt. 8 oz 14.95

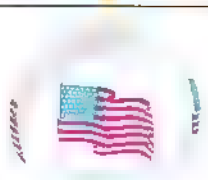
Now, high quality Qualatex balloons: pre-priced singles, ready for checkout sales!

Big, beautiful 10¢, 15¢ and 19¢ balloons . . . Smile, Peace, Love American Flag, Airships, Mouse-heads, Head-and-Body . . with the impulse appeal of rainbow colors and agates . . 72 balloons on a double J hook, ready to go wherever you have children in your store-traffic Individually tagged for easy check out

#548
Agate

#16
Smile

#15-DC



#14
Assorted Belt Prints

#1432
Character Print

#16-G
Agate

#14
Plain Assorted

PIONEER
The Pioneer Rubber Company
Willard, Ohio 44890

#756-G
Agate

(Circle No. 1 on Reader Inquiry Card)

A toy that teaches has no season.

Make sure you restock all these because we're promoting them heavily in February, March and April.

And every parent is going to know it.

We' be b ng t up w th
netwOrk T V every week day.
t be te ng 1,500,000
mothers a day they real y
ought to g ve the r ch. dren
a toy that teaches *r ght now*

t a f rst q arter
n around 20 staple
nat a y p
0 to 64 % of the r vo me n the
f rst ha f and should rea y
take off with nat ona
ev s o and print advert s ng
g them

Really?
How are you going to do it?

5,300,000 liv ng rooms
ica y every week day
three brand new
commerc als for Puzzles
B ocks, and the Take Apart Car.

Anything besides T.V.?

Certa n y

bring the message that
n t need a spec a
n to buy a toy that
n full page ads to the

March and Apr l, We' l cont nue
the P AYTOOLS series that
has so far brought over 5 000
s for re prints and
s of P aytoo s to
Shape a Ch ld's Wor d.'

O.K. You've got T.V. and magazines. What's all this about a special occasion?

Easy

Mothers usua ly buy toys on
b rthdays and when Christmas
rol s around, w th an occasiona
sp urge. But we l remind them
that ch dren are earn ng *all*
the t me. The r need for toys
that are fun and that teach is a
need that we are we
qua fied to f

So when mothers think of
earning and fun they' think
of P AYSKOOL.
Then they' come to you

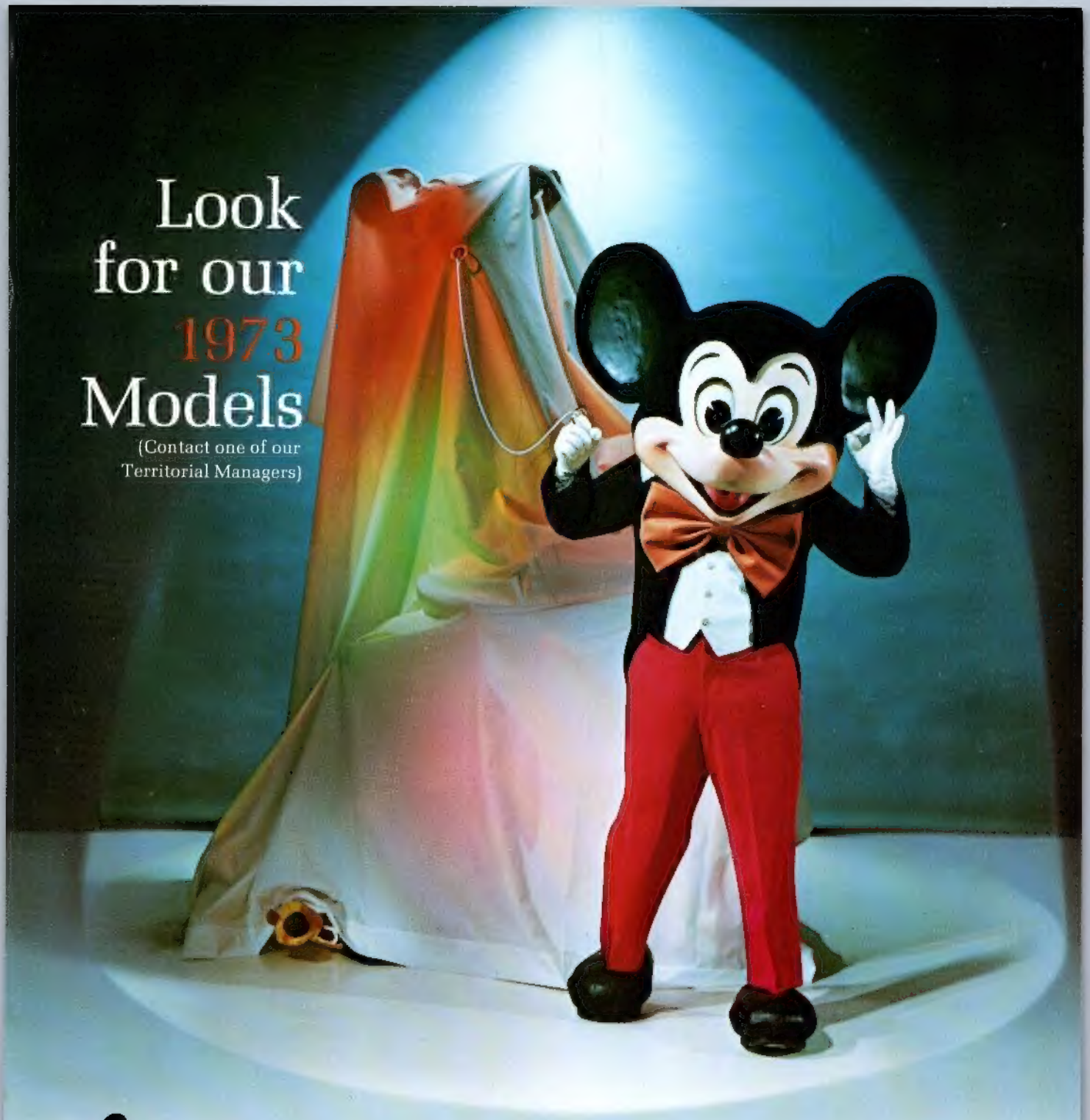
And that w be a spec a
occasion for a of us.

What do I do about this?

Stock up on Puzz es, B ocks

Plan to do the very best
PLAYSKOOL spring bus ness
you have ever done. Then
when you are a l ready, then
you can s t back and wa t
for Chr stmas.

A very ear y Chr stmas



WALT DISNEY DISTRIBUTING CO.

ALFRED ALTERMAN & ASSOC.
200 FIFTH AVENUE, ROOM 854
NEW YORK, N. Y. 10010
(212) 255-9535

CALIFORNIA STUFFED TOYS
611 S. ANDERSON STREET
LOS ANGELES, CALIF. 90023
(213) 268-0141

JAMES R. CAVANAGH & ASSOC., INC.
1415 MERCHANDISE MART
CHICAGO, ILL. 60654
(312) 467-6363

FREEMANN & HARMAN
512 W. LANCASTER AVENUE
WAYNE, PA. 19087
(215) 688-7272

S. JAROSS & CO.
6126 CRESTMONT
DALLAS, TEX. 75214
(214) 361-7416

ROBERT L. JENSEN
11166 W. 62ND AVENUE
ARVADA, COLO. 80004
(303) 424-4381

A. L. MacLEOD CO.
P. O. BOX ALM
CONCORD, MASS. 01742
(617) 259-8880

SHELDON CO.
145 S. WALNUT CIRCLE
GREENSBORO, N. C. 27409
(919) 294-0410

SILVESTRI & BEATTY
2500 W. 6TH STREET
LOS ANGELES, CALIF. 90057
(213) 380-6200

SNEDEKER-HERBON CO.
15810 E. WHITEPOST LANE
LA MIRADA, CALIF. 90638
(213) 943-5178

LES TAYLOR & ASSOC.
425 MERCHANDISE BLDG.
MINNEAPOLIS, MINN. 55403
(612) 336-5423

© Walt Disney Productions

(Circle No. 2 on Reader Inquiry Card)

Announcing the biggest Promotion of the year!

HAPPY YEARS

A gala sell-ebration for you-Bank on it!

Walt Disney Productions
Character Merchandising Division
477 Madison Ave.
New York, N.Y.
10022

© Walt Disney Productions

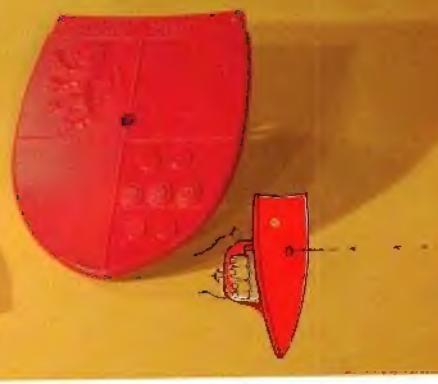
(Circle No. 37 on Reader Inquiry Card)

Western Publishing Company, Inc. has purchased all rights to Little Lulu from her creator, Marge Buell. The mischievous little girl in the red dress has been a favorite with three generations of American children, ever since she started as a panel cartoon in the Saturday Evening Post. Kids still love her in books and comics, and mothers fondly remember the Little Lulu they grew up with.

Now, as part of a major new licensing program, Little Lulu is going into national newspaper syndication. In addition, Western Publishing is placing on the market books, activity and craft products, comics, games, magic slates, boxed dolls, puzzles plus many other Golden and Whitman items. Licenses have been signed in a number of other product categories.

Licenses are still available in select categories. Contact Larry Adler, Licensing and Merchandising Director, Western Publishing Company, Inc., 850 Third Avenue, N.Y.C. 10022. 212-753-8500.

(Circle No. 49 on Reader Inquiry Card)



from the WINNER-FUL world of WINNECO!

YOUR BEST, MOST COMPLETE, MOST PROFITABLE SOURCE FOR SPRING AND SUMMER TOYS IN THE INDUSTRY

It's A Brand New Ball Game at VERA TOYS ... and we mean NEW!

NEW COMPANY

Vera Toys is now a division of Winneco Industries.

NEW PACKAGING

Sparkling, brilliantly colored, modern design packages that create sell-on-sight visual impact. New headers with models-in-action photos, new cards, new shrink-wraps, new Visa-packed over-wraps. It's **ALL NEW** in the NEW VERA TOY LINE.

NEW PRICING

Competitive? You better believe it. Hot values to keep you reordering week after week.

You undoubtedly know of the fantastic success of Vera Toys' world famous GEE WEE. Now, get ready for the new sure-fire winners from Winneco. Write for our full color 1973 catalog.

WINNECO INDUSTRIES, INC.
VERA TOYS DIVISION
10720 Avenue D, Brooklyn, New York 11236 (212) 649-6870
New York Showrooms: Rm. 620 — 200 Fifth Avenue